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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXI.

NEW YORK, APRIL 20, 1910.

No. 3



Conducting the largest and safest advertising business, we sometimes see selling conditions act in a strangely similar way with oddly different manufacturers.

We know a man whose factory is a garden—a grower of roses—who has TRADEMARKED his goods. While another rose grower is only making as much profit as ONE LOCALITY can give, we find a way to carry this man's flowers every year INTO THOUSANDS OF HOMES ALL OVER THE COUNTRY. His roses are now of national fame—we created a national fame for them.

Another customer owns a great silk mill. We have helped to create a trademark and a permanent, national consumer-demand for these silks also—AND THE EXPERIENCE WE HAD WITH THE ROSES CONTRIBUTED ITS SHARE TO TELLING US WHAT TO DO WITH THE SILKS.

We've had the experience of spending over \$50,000,000 in successful advertising. Haven't you something to NATIONALIZE a demand for? If so you may draw upon this experience. Write us.

New York

Philadelphia

Boston

If You Pasture the Red Cow and Starve the White, Don't Expect Milk from Both

Manhattan, alone, is not New York City. An appropriation devoted to this borough exclusively, should not be expected to secure satisfactory results from Brooklyn.

To stop your advertising at the East River bridges is to neglect a field of unequalled fertility. Brooklyn holds one-third of Greater New York's population—a steady, industrious, home-dwelling third. It has more home-owners and gets more "native", new-coming home-makers than any other of the city's boroughs.

The *one and only* way to reach ALL of the *buying* population of Brooklyn is through the card and poster space of the **BROOKLYN RAPID TRANSIT SYSTEM**. Each day **1,500,000** *earning, buying* people travel on this great steel highway. Are you striving for their trade? *Forty-five million pairs of eyes* a month are looking for your message on card and poster—**IS IT THERE?**

From figures provided by the Public Service Commission and prices charged by other car systems we can show our rates to be only about one half of what the circulation really warrants.

May we call and give you detailed information regarding this superior medium?

Ward & Gow

1 UNION SQUARE

NEW YORK

PRINTERS' INK.

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LEWIS AND THE ADDING MACHINE.

ONE OF THE PIONEERS IN ADVERTISING WHO IS MAKING GOOD WITH AN IMPORTANT BUSINESS DEVICE—HOW THE HUMAN SIDE OF THE BURROUGHS HAS BEEN BROUGHT OUT—WHAT MR. LEWIS DOES TO ADVERTISE THE BURROUGHS INDIRECTLY AS A PUBLIC SPEAKER.

By James H. Collins.

St. Elmo Lewis might be called one of the original barnstormers of advertising, for he dates back into the eighties, before Bates, when an advertising man was a curiosity, and people wondered what he did for a living. Mr. Lewis was born near Philadelphia, of Quaker stock, and he still has an aunt or two who ask, when he goes home:

"And is thee still — an — an advertisingman?" They have to take his word for it that this way of making a living is reputable.

While Lewis was at the University of Pennsylvania he edited a college paper. At that time certain exclusive fraternities absorbed interest to such a degree that he felt impelled to take a broad stand for the university itself, opposing the narrow rival-

ries of the "frats." The vigor of his fight won him a big circulation, and turned his thought toward publicity.

Upon leaving college, he attached himself to a printing concern, soliciting business on the understanding that he was to write the copy for his customers. Those were the days when an advertising man was sent out to talk with the purchasing agent, who bought the brooms and wrapping paper. Two or three so-called advertising experts, working independently of

the agencies, were enough to take care of all the advertising in a city like New York or Chicago. The purchasing agent was often so delighted to find that he could be relieved of the dreaded task of writing circulars that he forgot to dick-er for the lowest price on the printing itself.

At this period Lewis also dabbled in Philadelphia politics, talking to mill-hands from the tail of a cart in the

Kensington textile district, where operatives are still English enough to be real "hecklers."

A little later, he wrote out a few lessons covering the rudiments of advertising, at the request of some friends who wanted to learn how to advertise their



E. ST. ELMO LEWIS.

own business, and this eventually led him to conduct one of the first advertising schools, in connection with what had become a pretty active practice as an advertising counsellor.

Then the National Cash Register Company induced him to go to Dayton for a while, and from Dayton he went to Detroit, where for several years he was connected with the *Book-Keeper*.

Finally, five or six years ago, he became advertising manager of the Burroughs Adding Machine Company, his present connection, where all this experience picked up in the pioneer days of advertising has been exceedingly useful.

They say that when Lewis applied for the job of advertising the Burroughs, the management said it was sorry, but there was no such job, because the company did hardly any advertising.

"We don't need an advertising manager."

"Yes you do," replied the applicant. "Perhaps you don't know it, but you do, and to demonstrate this I'll work for you a year for thirty dollars a week. Then, if you want to fire me, all right."

The offer was accepted, Lewis is there yet, and each year since the company has increased his salary.

At that time the adding machine had been made mechanically and commercially practical, after years of experiment, expense and disappointment. But its real field of usefulness had not yet been developed. The company made the best piece of mechanism that money would produce, and sold it to such banks and business houses as had sufficient adding and tabulating to keep the machine busy. There was a disposition, however, to regard the thing as merely another office appliance, ingenious and accurate, to be sure, but something to be installed like other office machinery.

Since that time the company's progress, coupled with public recognition of the adding machine, has given an infinitely broader conception of it, and a vastly more comprehensive selling basis.

To-day it is known that the

machine is a far-reaching, basic invention, like the telephone or typewriter. The telephone is used by everybody who talks, the typewriter is for everybody who writes, and the adding machine is needed in every business, large or small, where there are books to be kept. It is a machine for keeping books.

A few years ago the company was selling apparatus.

To-day it is also selling service—knowledge of how to use the machine to keep accounts, ascertain costs and get vital statistics from a business. If you buy a Burroughs now, the company throws in this service. Yet the latter is so valuable, and seems to offer such great possibilities for development, that perhaps five years hence, if you buy the service, it will throw in the adding machine.

The Burroughs advertising is notably good.

Instead of a mere piece of office machinery, like a check protector or copying device, this machine has become, in the past few years, as well known in its particular field as the kodak is known popularly. The word "Burroughs" has come to stand for the adding machine, and the adding machine has been made to stand for an idea.

Every advertising man knows that the company has been prominent in general mediums recently, yet they would probably be astonished if told how moderate is the actual percentage spent for publicity all told. It is less than one would estimate. And only a portion of the whole appropriation is spent in periodicals—some of the best work is done in mailing literature in co-operation with the Burroughs sales forces in local fields.

The advertising department is now getting inquiries at an average cost of about one dollar. The cheapest Burroughs machine sells for \$175, and from this the prices range upwards toward a thousand. Each inquiry is at once turned into the mailing department and sent to the local sales office in the inquirer's territory, so that a

double follow-up campaign is directed upon it. While the salesman is calling on the inquirer the home office is sending him literature, and at any time the salesman may change this mailing treatment if he thinks it will help the sale.

Last year the Burroughs advertising department wrote, published and distributed an average of one and a half separate pieces of printed matter each working day of the twelvemonth. Some of them were little four-page folders, but the largest was a book of 175 pages called "A Better Day's Work," for which 50,000 requests have been received, and to which nearly \$750,000 in sales have been traced directly. This year, about two million pieces of literature are to be mailed on a programme laid out months ago. Each piece goes to a selected prospect, as part of a definite selling plan, reaching a business concern that ought to have an adding machine. The sales department is working on each person who receives literature, and most of the postage is paid by sales offices in territory where the literature lands. That is the Burroughs plan of working. The sales force is told what the advertising department proposes to do, and asked to pledge postage. Each advertising novelty used by salesmen is bought in the same way, on the principle that anybody values most that which costs him something.

Burroughs advertising almost invariably takes the form of an episode. Thus, the machine has been made to stand for a broad human idea. Probably the public seldom thinks of it as a machine, or examines it from the mechanical standpoint. Mr. Lewis said, the other day, that after five years at the Burroughs factory he did not really understand the thing himself, mechanically speaking, and that he had little curiosity about its parts or construction. What the Burroughs *does* is the chief point. It is only a machine—too stupid to make a mistake, it has been said. But it will free people from thankless mental drudgery, and every time the

shackles of figures are broken for some overworked merchant, book-keeper or cashier, an interesting story comes out. Sometimes the ex-captive tells it to the Burroughs sales force, and again it is picked up by the home office, or the business systems department, or the mechanical inspectors. These furnish the chief material of Burroughs advertising. The episodes are often worked out in conjunction with the most modern accounting illustrations, or several different episodes will be brought together into a group to make a more striking story. But the human peg is always there, and when one stops to think about it a moment, and realizes how dry Burroughs adding machine advertising *might* have been made, with all the complexities of modern accounting to draw upon, there are useful suggestions in the art of giving a business proposition proper expression.

If the natural trend of the machine itself had been followed literally, a business man would probably get a folder headed, "Checking Tabulations by Multiplication on the Split & Normal Burroughs." But instead, he gets a folder showing a man like himself bound to a desk with a thick hawser, and the question, "You are the Boss—Why Don't You Go Home?"

Much of this human and episodal quality in Burroughs advertising can undoubtedly be credited to St. Elmo Lewis, for if the latter saw a business man peering into the glass sides of a Burroughs and asking, "Say, what does that little jigger there in the center do?" it would be instinctive with him to reply, "What does it do? Good heavens, man, can't you see what it does? Why, it was put there so you could play golf all day Saturday!"

When Mr. Lewis was a law student in Philadelphia, he says, his old preceptor told him that he would never be a success as an attorney until he learned to stop talking over the heads of people.

"When you get up before a jury, pick the dullest man there and talk with him, argue with him, show

him. And when at last you see the light of human intelligence come into his eyes, Lewis, shut up and sit down."

This advice, coupled with his editorial, political and advertising experience, seems to have made Lewis an explainer. He has laid down the principle of Burroughs advertising in such a way that the human proposition, rather than the machine or the figures, shall be clear to the average man.

Lewis has developed one side of the company's indirect advertising along lines new, and perhaps important, for other advertising men. Each year he gives a great number of talks to bankers' conventions, gas and other corporate meetings, gatherings of advertising men, salesmen, and so forth. His talks on these occasions have nothing to do with the adding machine proper but that form of personality work among important adding machine customers is a very desirable kind of publicity, without question, and many a business man who is constantly being asked to talk may find a useful hint in the way Lewis has linked up supply and demand.

As a public speaker, Mr. Lewis radiates light. Also heat. That hair of his is an invisible red, and he will take some broad moral or business issue and talk to a convention like a Dutch uncle. While he talks they think he is an anarchist, but when they get home and think it over they see that he has merely been pleading for openness, business honesty, public service. It is an old-fashioned sermon, but he delivers it like a revivalist who believes that the devil is present, and when he finishes there is usually somebody ready to ask questions. On one occasion after he had talked warmly to a gathering of salesmen, one asked, earnestly:

"What do you want us to do about this, Mr. Lewis? Who is standing in the way? Who says you are not right?"

"Nobody," Lewis replied. "That is the trouble."

"What can we do about it?"

"Nothing; just let it alone; I like to feel this way."

THE ADVENTURES OF THE PURE FOOD SLEUTHS.

The reports of the Board of Food and Drug Inspection, which show the efforts of the ambitious manufacturers who have been turned down under the Food and Drugs Act, read frequently like pages from Bill Nye.

The most exquisitely foolish trade-mark names, the most insolently daring assaults upon credulity, as well as the most superbly dishonest claims, run riot in these reports.

Case No. 181, for instance, tells how a Chicago chap took a little vaseline, perfumed it, called it "Eyelin," and went exuberantly about extolling the virtues of the vicious concoction for "repairing and rejuvenating the eye and sight." (!) Visions of his victims trying to gaze out upon a troubled world from behind a mass of petroleum jelly in their eyes, did not seem to bother this second Col. Starbottle in the least, and he was most indignant when the Food Board stuck a pin into his little bubble.

Then there was the man who made up strawberry jam with glucose and hayseeds and dyes, and who was much rent morally when told that he was not doing the public an inestimable service. Still another chap got up a brand of "currants" which were nothing else but decomposed vegetable substances, rolled into little pellets.

Somebody else has been caught palming off some domestic Southern rice as fancy Japan rice; while a long string of ambitious bottlers are constantly being caught red-handed selling a mixture of diluted acetic acid and other things as "vinegar." Then there was a concern in St. Louis which got up the pleasant-sounding name of "Radol," credited the formula to a fictitious doctor, and made the welkin ring with the virtues of the concoction—only to be brought to earth with a dull, sickening thud by the unromantic inspectors.

The sleuths lose but one in forty cases tried.

THE SPALDING DIRECT-SELLING AND PRICE-MAINTENANCE POLICY.

JOBBER'S ELIMINATED BECAUSE THEY PUSHED MORE PROFITABLE LINES—DEALERS NOT ONLY KEPT FROM CUTTING PRICE, BUT ALSO FROM RAISING IT—BIG MAIL-ORDER LIST.

When it comes to strict price maintenance, A. G. Spalding & Bros. must certainly be considered in the same category with Eastman, Waterman, Bissell Carpet Sweeper, Crane, Underwood, Remington and other manufacturers and dealers who conduct the merchandising department of their business so far as distribution of their product is concerned, along the lines of rigidly fixed retail prices.

It is more than possible that the task set out for themselves and accomplished by the Spalding concern was more difficult of accomplishment than that of those mentioned above, on account of the multiplicity of the Spalding lines. Reference to their catalogue shows that about 3,500 articles are found therein, in connection with every one of which there is but one trade and one retail price, from both of which there can not be the slightest deviation.

This principle is so well appreciated by Spalding dealers everywhere that the system is in great part automatic and its strength so recognized that each dealer actually, aided by the keen competition that exists throughout the business world in the present day, is in a position to report any infraction of the restricted rule that may occur, so that information reaches the Spalding headquarters, in nine out of every ten instances, of price cutting, almost immediately and with accuracy. This phase of the policy works with such assurance that Spalding dealers are not asked, and never have been, to sign contracts, except in instances where the names of former price-cutters are, for various and good reasons, removed from the "black list," only, however, after they have

been deprived of the privilege of having Spalding merchandise in their stock for some considerable period.

It is worthy of note, too, that the Spalding concern does not permit dealers to ask prices *in advance* of those that appear in their catalogue, just as they will not allow them to sell the merchandise at cut rates. The former, however, is not considered by them as so serious an offence. For instance, it was necessary recently to correspond with a dealer in the State of Tennessee, who admittedly was selling the Spalding "league" baseball at \$1.35 each to players in his locality, when the fixed price of same is \$1.25. The theme of the letter to the dealer was that he was conducting his trade in a way that would result to the disadvantage of both himself and A. G. Spalding & Bros., and that drastic action would have to be taken unless he changed his policy.

The price maintenance principle, as established in relation to the distribution of the Spalding goods, dates back to the year 1899, before which time distribution had been effected, in large part, through the medium of the jobber, it being necessary for the concern to employ but a comparatively small number of representatives. The change in the merchandise plan of operation was made necessary on account of the jobber becoming more and more interested in the extremes of the Spalding line, that is, the highest and the lowest priced goods, showing an inclination to purchase the medium grades from Spalding competitors who seemed to offer somewhat more attractive profits. The change in the operating method entailed the employment of a small army, comparatively speaking, of travelers who went direct to the retail dealer, covering all towns and cities, even localities throughout the United States with a population of 250 and upwards. It became necessary to "preach the new gospel," so to speak. Most of the travelers' time was occupied in that way. The response

from the retail dealer can be readily appreciated by the growth of the Spalding business, which is now practically a world-wide corporation, maintaining stores as far away as Australia.

While the restricted distribution policy was under consideration, an adverse argument was presented. It was that the large drygoods stores, many of which have athletic goods departments of some considerable size, would never agree to sell athletic goods at fixed prices. This argument, as the last eleven years have proven, was merely a "bugaboo," for there are no better friends or more loyal customers of A. G. Spalding & Bros. than these very same large stores.

The more one considers the entire Spalding plan of merchandising, the greater becomes his respect for the enterprise of the heads of that concern and their ability to maintain their selling policy intact with practically no complaints from dealers in regard to price cutting.

Spalding advertising is largely done through the daily papers, where "Friday morning ads" are regularly run on the sporting pages. These advertisements appear in all cities where Spalding stores are located, the theory being that on Friday and Saturday most men interested in athletics of different sorts will be thinking of making some purchase whereby to have themselves supplied for the week-end. For a large part of the year these ads are devoted to the Spalding Athletic Library, which contains booklets devoted to the interest of every kind of sport and, in addition, containing a catalogue in their back pages wherein Spalding goods and prices are attractively presented. In reality, this athletic library stands in somewhat the same relation as an extensive follow-up system, save that its catalogues are paid for by the consumers rather than by the manufacturers.

The names obtained from answers to these ads, from every purchaser at the Spalding stores, and in other ways, are made the

basis of an extensive mail-order list of the highest calibre which is very instrumental in making sales. This Spalding mail-list contains hundreds of thousands of names and has resulted in increasing the Spalding business many fold.

INTELLIGENT ADVERTISING HELP FOR RETAILERS.

BISCHOF STERNE & STEIN,
MAKERS OF COATS AND SUITS.
CINCINNATI, April 6, 1910.

Editor of PRINTERS' INK:

I have read with great interest Mr. Brett's article in last week's PRINTERS' INK, and heartily agree with the arguments which he has brought forth.

For some time we have realized the same shortcomings in the ways of the advertising manufacturer, and we have worked to eliminate a good many of the evils which Mr. Brett has pointed out in his article.

I refer particularly to the newspaper cuts and ads which are furnished to the retail store handling an advertised line. The keynote of our newspaper ads prepared for the merchant is: "Looking out for the retailer's point of view."

In the first place, we have never made a practice of distributing our electros and fashion cuts broadcast among the users of our merchandise. We never send out any of these electros unless they are asked for on a specially designed order blank, and from the great many orders we receive for this class of advertising, it is fair to assume that we have hit the right tone for the average merchant.

The drawings of all our fashion pictures are made with the view of having them reproduced in the newspapers, and you will notice that no fine screen half tones are used anywhere. Furthermore, the book is printed on regular newspaper stock so that the merchant will see just exactly what the printing effect of these ads will be.

Another good point of our newspaper ads is the fact that the space where the fashion cut is used is left blank in the electro and will give the merchant an opportunity of inserting any of our cuts to illustrate just the particular garment which he may want to show. In this manner our ads will fit the needs of almost every retail store which we have on our books.

We are very careful not to make our trade mark too obtrusive on our ads. At the same time we do not think that any cut illustrating a garment of an advertised line should be made without showing the trade mark, as otherwise the temptation is too great to use it in any sort of an ad. We have had experience that some of the biggest stores have stooped so low as to "swipe" illustrations which have appeared in our trade-paper advertisements and which didn't have our name on them.

LUDWIG SINN,
Advertising Manager.

WHY THE LOCOMOBILE HAS DROPPED RACING AS ADVERTISING.

PUBLIC INTEREST WANING IN THE AUTO RACE—LOCOMOBILE FORCED INTO IT AT THE START—A LAVISH EXPENSE OUT OF PROPORTION TO ADVERTISING RESULTS REQUIRED BY RACING—KEEPING COPY UNIFORMITY.

By A. Rowden King.

"Robertson in a Locomobile Wins Vanderbilt Cup Race! First American-made Car Ever Winning Classic Event." When these or other similar words were emblazoned, in scare-head type, on the front pages of the late Saturday evening extras and the regular Sunday morning issues one memorable week-end in 1908, from one coast of the country to the other, every one interested in any American auto swelled his chest out a few reefs.

The race had started during the early morning hours of Saturday, ere the sun had scarce lighted up the then-famous course at Westbury, Long Island, and had finished before noon. The puffing, roaring, spitting Locomobile car had thundered across the finish-mark a winner by a close margin. It was then a question of seconds before the great steamboat-like whistle on the Bridgeport factory had begun its exultant shrieking. A few days later, when Robertson himself, with the very car in which he had won his race, arrived in Bridgeport, he and it received such an ovation as Bridgeport had never even given its great patron, P. T. Barnum. Schools were closed, bells were rung, crowds surged through the streets and yelled themselves mad. Bridgeport never knew such an event. Again, from coast to coast, the newspapers were offering news in big type on their first pages in which the Locomobile held the spotlight.

As the result of that race and succeeding events, the Locomobile Company of America received gratuitously such advertising as it

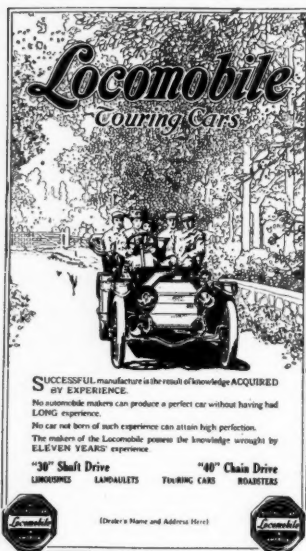
could not possibly have bought with love or money. And yet since then, with but one minor exception, that of the Cobe race in 1909, the Locomobile Company has never officially entered one of its autos in a race either for speed or endurance. Inasmuch as public contests of this general character are by no means confined to the auto business, the Locomobile Company's reasons for reversing its policies in this regard should be of widespread interest to the advertising fraternity.

The Locomobile people were drawn unwittingly into Vanderbilt cup racing, as a means of advertising their cars, to begin with. This company, it must be remembered, was one of the first American concerns of its kind. From 1900 on for several years it took part in any number of petty contests, as the result of which it garnered in many scores of medals, cups, banners, etc. But the decision was finally reached that this was probably unprofitable and certainly very expensive publicity so that the practice was stopped.

In 1905 a Locomobile owner in Chicago, of considerable means, and who had a 16-22 horsepower touring car, went to the Chicago branch one day stating that he was going to buy a 90-horsepower racing car, and that if the Locomobile Company would not build it for him he would have it built abroad. The result was that a telegram was sent to the factory at Bridgeport, advising the company regarding the matter and asking for a decision. Owing to the difficulty of making a special vehicle of the kind and the difficulty of finding any road or roads on which a car like this could be tested out satisfactorily, the company did not wish to accept the order, so wired back that they could not build the car for less than \$18,000. The customer, however, did not consider the price prohibitive, and the order was accepted, and the Locomobile Company were thus forced into the racing field. At this time American cars were not holding their own against the foreign product in long distance road racing. The

arrangement was that the company was simply to build the car, and that its owner would secure a driver and race the car himself.

This \$18,000 car was privately entered that year by this purchaser in the Gordon-Bennett race in France, with Joe Tracy as driver. It was numbered among the "also-rans" in the final accounting chiefly because, it is said, certain gearing, which could not be speedily repaired or replaced, was in-



Locomobile
Touring Cars

SUCCESSFUL manufacture is the result of knowledge ACQUIRED BY EXPERIENCE.
No automobile makers can produce a perfect car without having had LONG experience.
No car not born of such experience can attain high perfection.
The makers of the Locomobile possess the knowledge wrought by ELEVEN YEARS' experience.

30" Shaft Drive
LIMOUSINE LANDAULETS TOURING CARS ROADSTERS

40" Chain Drive
ROADSTERS

(Dealer's Name and Address Here)

ATTRACTIVE NEWSPAPER COPY.

capacitated during a practice run, leaving only a very high and a very low gear, impractical for such a hilly course. But, as the result of this experience, the American owner got the "racing bug." He was determined to enter his car in the Vanderbilt cup race on Long Island that fall of 1905. Inasmuch as the company believed the situation would be better handled if it managed the details of the race itself, it then took hold itself. "You see we were drawn into it unawares," says J. A. Kingman, the Locomobile advertising manager.

Asked to explain why his company has since then left auto-racing strictly alone, Mr. Kingman says: "You must remember that we set out to win in 1905. Each year we did better, till in 1908 we came in first. Our winning of the Cup in 1908 was not any fluke; it was the climax of a series of efforts. We had come in third in the 1905 race, and had made the fastest lap in 1906, and ended up by winning the Cup in 1908. In 1909 the Vanderbilt Cup conditions were altered, and the famous No. 16 was not eligible to race. Announcement has just been made that this year the race will be "free to all." Whether our company will compete or not is doubtful. The expense is a very serious matter, and the upsetting of the factory discipline and routine is equally, if not more, serious.

"A Vanderbilt cup race is something more than a commercial proposition; it is a sporting event and, like most such events, it must have its days of growing, and of waning, enthusiasm. In consequence, the Vanderbilt cup races have had their ups and downs as advertising propositions. It is much like going to a spectacular affair like the circus—wonderful the first time, but less and less wonderful each time thereafter. I cannot describe the thrill it gives a spectator the first time he sees a start in a Vanderbilt race, when, in the breathless half-hour just before dawn that string of fire-belching, roaring, angry, machine-beasts come up to the starting line in rotation, each manned by two black-gowned, hooded, devil-like creatures, a driver and a mechanic. But even the novelty of that wears off in years. The shortening of the course has made it less interesting, too. And no more are the familiar figures of the great auto manufacturers and enthusiasts from abroad to be seen hobnobbing at the track side—Lancia, and Clement, who is now dead, and all the rest. The day of the auto race is over. The shorter Vanderbilt course is to-day more like a racetrack and less like the setting for a road race.

Any manufacturer who has raced extensively knows the expense and worry and disadvantages. Some manufacturers who used to race a great deal race no longer. We have always regarded the Vanderbilt Race as the great national contest, and that the winning of it amounted to more than the winning of a large number of minor events. Undoubtedly there will always be automobile races, just as there are horse races and



TYPICAL MAGAZINE AD.

other competitions. Abroad, where road racing first started, there is practically none any more, probably for two reasons: First, the expense. Second, the falling off in interest. In the old Vanderbilt there was no chance for unfair practices, everything, along every yard of the course, was watched by thousands and it was a case of 'do or die' and that was what we liked about it. There are no more races of Titans."

THE LOCOMOBILE ADVERTISING STYLE

The Locomobile style of copy is of the "general publicity," rather than the argumentative, style. It is suggestive rather than an attempt at persuasion. This is not only the case to-day, but it was the case ten years ago as well.

"Our idea in advertising," says Mr. Kingman, "is to attract people favorably by means of photographic illustrations which are changed as often as may seem necessary. This year, in 1909, we have used in the standard magazines and weeklies, about forty different pieces of copy. The camera was made for advertising, and photographs that are just right are both artistic and truthful. Our idea is to make our advertisements sufficiently attractive, so that people will become interested in our car and write for our book, and in this book is our complete story told. Now this is the way we advertised as far back as ten years ago. Consequently, our photographic advertisements are distinctive. They not only advertise our car, but they advertise the auto business by showing cars in attractive surroundings, and I think they are good for that reason. If everyone were doing picture advertising we might find print useful, but we believe that nowadays people are given more type to read than pictures to look at, and the average person is a child (or savage) when it comes to looking at pictures."

At a recent meeting of the St. Louis Advertising Men's League, held April 5th, resolutions were passed endorsing the idea that St. Louis needs more transient business and looking forward to the establishment of a permanent exposition there. A committee, which had been appointed to advise means for advertising St. Louis, was unable to report as yet.

The Board of Trade of Portland, Me., is out to advertise Portland as the vacation city, believing it to be the greatest summer resort in the country. Thousands of booklets describing Portland are being sent out all over this country and Canada, and the replies being received suggest that these booklets are meeting a want.

The advertising men of Atlanta, Ga., are laying great emphasis upon getting stop-over privileges for that city. It is believed that Atlanta is one of the largest advertising cities in its region, but that its advertising has largely been handicapped by the fact that each year many thousands of tourists, on their way South to the winter hotels in Florida, pass through Atlanta without stopping. It is estimated that were stop-over privileges allowed these tourists would easily spend as much as a million dollars in Atlanta.

HOW PRICE COMPETITION DEMORALIZES ADVERTISED QUALITY GOODS.

THE SEE-SAW METHODS OF UNDERCUTTING WHICH UNDERMINES THE MARKET FOR QUALITY GOODS UNPROTECTED BY TRADE-MARKED CONSUMER REPUTATION—PRICE MAINTENANCE AND BETTER TRADE RELATIONS NECESSARY.

By Alfred W. McCann.

Advertising Manager, Francis H. Leggett & Co., New York (Jobbers and Advertisers of "Premier" Goods).

Manufacturer No. 1 produces an article of splendid quality to retail at 15 cents each or \$1.80 per dozen. This article sells to the grocer at \$1.20 per dozen, giving him a profit of 60 cents.

Manufacturer No. 2 is quick to note that Manufacturer No. 1 has a "good thing," and at once aims his finger for the pie. He theorizes in the following manner:

"We must get something before the trade quickly as near as possible like Manufacturer No. 1's success, at 10 cents per dozen cheaper. The grocer seeing 70 cents profit per dozen instead of 60 cents will bite. It's a cinch."

Manufacturer No. 3, according to the only ethics he recognizes, regardless of whether they are sound or not, sees what looks to him like his "opportunity," and he is going to get his bite of that pie according to the only way.

"Something to sell to the grocer at \$1.05 ought to elate the grocer," he argues. As a matter of fact, the 60 cent profit per dozen which has quickly stretched itself to 75 cents profit per dozen makes the grocer do some more biting, but the end is not in sight.

John Brown, the grocer of Avenue A, does not think a very choice assortment of thoughts about Jim Smith, another grocer of Avenue A, two blocks south, so he figures that he can give Smith the jolt by cutting his 15 cent success to 12 cents and he cuts. The profit is now the difference between \$1.05 and \$1.44. It has sud-

denly shrunk from 75 cents to 39 cents, and in the meantime the manufacturers have not gone to sleep among themselves according to their standards of keeping awake.

The original 15 cent success has had to reluctantly say, "Farewell," to several of its most glowing charms. The quality of the article has had to go into retirement in order to accommodate the more "ethical" demand for "selling-points."

The 15 cent success is now a 12 cent semi-success, and the end is not yet. The wakeful manufacturers find plenty of material in the shape of "filler," inferiority, incompleteness and haste with which to keep up their end of the struggle.

Price to the trade has now gone down until it reaches the 90 cent level, and the 12 cent success remains right on the toboggan until it gets into the ten-center class.

The grocer now has 30 cents per dozen profit on an article that inspires few to come back for more. His turnovers suffer. He sees the best element of trade in his respective neighborhood go over his head to the "Quality Stores," and as a hundred-percent-fine distributor for the manufacturer's product, he becomes a confused, mentally sick, and altogether unhappy store keeper, who grows each year more discontented with his lot, and more suspicious and intolerant all the while, so that when a really good proposition does come along, he is unfit to recognize it, and with a wave of dismissal it is cast into the nondescript assortment which manufacturer, jobber and grocer alike continue heedlessly and unnecessarily to pile up to their own undoing forever.

How are we going to eliminate this stupid blunder from our national trade conduct? The survival of the fittest can hardly be evolved from dallying with the unfit, and such methods of trade must eventually lead to a breaking-in through the egg shell on which they stand.

The egg already shows so many cracks that some courageous spirits declare it to be a thoroughly demoralized egg.

The remedy?

An honest cultivation of *quality*, merchandised at the lowest percentage of profit consistent with a sound and honest selling policy, plus such publicity as is necessary to enlighten the consumer and dealer alike, maintaining prices which will assure the uttermost of quality, consistent with such prices, will all be welcomed by the consumer as a blessing not to be measured by human instruments. It will be recognized and acted upon.

John Smith buys an article today for 15 cents, which he is quite willing to admit his neighbor, John Brown, can buy under a different label at 12 cents, and as a result Smith and Brown become habitual skeptics, and will continue to remain so at the expense of all legitimate trading until the capricious, whimsical and arbitrary dance of values falls into the steady stride of common sense.

Manufacturer, jobber and retailer are constantly at war, simply because they cannot or will

not believe in each other, and, as a result, they are all more or less at odds, sacrificing their own best interests right and left, each one hoping, through some hocus-pocus, that he will be the one to come out on top in the end.

The long distance eye can see far enough ahead to behold the well-defined shape of *honest quality at a fixed price*, and when we all get close enough to that shape to see without artificial assistance, we will realize that the most effective form of competition will then be, not, "Who is the craftiest in the game of beating out his neighbor," but, "*Who can produce the best goods for the money?*"

The following amusing little squib appears in the consular reports under the title, "Lack of Forethought in Preparing Advertisements": "A sign of an American article in a Birmingham hardware store attracted the attention of Consul Albert Halstead. It read 'Drop that dime,' which had no meaning to Englishmen. The article in question was sold at sixpence (12 cents) and if the sign had read 'Drop that sixpence' it would have been a good advertisement."

STATEMENT OF ADVERTISING

CARRIED BY

TWIN CITY NEWSPAPERS IN MARCH, 1910

Minneapolis Journal, 3352 Columns

Minneapolis Tribune, - - 2517 "

St. Paul Dispatch, - - - 1714* "

St. Paul Pioneer Press, - 1524 "

*No Sunday Issue

THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives
O'MARA & ORMSBEE

NEW YORK
Brunswick Building

CHICAGO
Tribune Building

A Secret that Counts with



Quality of Circulation

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Advertisers Because It

Accounts for the Big Results from COMFORT Ads

The methods by which COMFORT maintains its circulation give it exceptional value as an advertising medium.

No news-stand circulation,—consequently no returned copies of COMFORT.

Neither has it any transient sale to occasional readers interested only in some one article or special feature.

Nor has COMFORT any dead wood in the shape of life or long-term subscriptions.

Yearly subscriptions, without premiums, and voluntary two-year renewals constitute the bulk of COMFORT's subscription list.

COMFORT'S Subscribers are Not Premium-Won

COMFORT is read by many more than the million and a quarter families to which it is mailed direct, because it is largely borrowed by the neighbors in the farming communities wherein it chiefly circulates.

By this means hosts of interested new subscribers are won who voluntarily seek COMFORT with no inducement other than the merits of the paper itself.

COMFORT's policy is to secure the cooperation of its subscribers to bring in the necessary new blood to maintain its high-quality rural circulation rather than to seek expansion by an accession of city subscriptions.

Forms close 15th of month previous to date of issue. Send through any reliable agency or direct to

NEW YORK OFFICE:
1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Rep.

W. H. GANNETT, Pub., Inc.
AUGUSTA, MAINE

CHICAGO OFFICE:
1635 Marquette Bldg.
FRANK H. THOMAS, Rep.

Rather than Expansion

"PURE PAINT" BILL REPORTED TO THE SENATE.

IMPORTANT LEGISLATION AFFECTING LABELING AND ADVERTISING OF PAINT PRODUCTS—IMITATION DISCOURAGED, ALSO SHIFTING OF CONTENTS OF PACKAGES—MISLEADING ADVERTISING PROHIBITED.

The paint manufacturing trade has for many months been stirred by the efforts to rid the paint business of adulteration. Various proposed state laws have fought, in several states unsuccessfully, in an effort to prevent legislation which would be confiscatory of private formulas.

The Hepburn bill, which is an ambitious effort at national regulation of paint ingredients, has just been reported to the Senate, after having been discussed in sub-committees by the interests for and against. Strong efforts are to be made to pass the bill at this session.

The bill provides a penalty of \$500 or a year's imprisonment for violation; and

That any paint, pure spirits of turpentine, or linseed oil shall not be deemed adulterated or required to be labeled within the provisions of this act when intended for exportation to foreign countries when marked or labeled in a manner not in conflict with the laws of the foreign country to which the same is intended to be shipped; but if any of said articles shall in fact be sold or offered for sale for domestic use or consumption then this proviso shall not operate as an exemption from any of the other provisions of this act: And provided further, That nothing in this act shall prohibit a manufacturer of paint, turpentine, or linseed oil to sell upon a written contract to a consumer, for use only on products of his own manufacture, goods mislabeled or unlabeled as to their ingredients but bearing conspicuously the printed statement that they are made in accordance with a private formula: Provided, That no paint, pure spirits of turpentine, or linseed oil made in accordance with a private formula, under a written contract, shall be sold by the consignee or used upon any buildings, without first affixing upon the packages proper labels in accordance with the provisions of this act.

The Secretary of Agriculture is empowered to enforce the act, and the Bureau of Chemistry the duty of examinations. Sections 6, 7 and 8 make these important rulings:

Section 7. That for the purpose of this act an article shall be deemed to be adulterated.

(a) If any material contained in the article be of inferior quality to that claimed on label.

(b) If any substance has been substituted in whole or in part for any ingredient claimed to be present.

Section 8. That there shall be shown clearly and distinctly upon the face of the label and in the English language—

(a) The name and residence of the manufacturer of the paint, or of the distributor thereof, or of the party for whom the same is manufactured.

(b) There shall be shown the true net weight and the true measure in gallons or part thereof.

(c) There shall be shown, with substantial accuracy, the percentage and quantity of white lead, zinc, oil or spirits of turpentine, if any, of each ingredient, both solid and liquid, contained therein.

That for the purposes of this act an article shall also be deemed to be improperly labeled or misbranded—

First. If it be an imitation of or offered for sale under the name of another article.

Second. If the contents of the package, as originally put up shall have been removed, in whole or in part, and other contents shall have been placed in such package, or if the package fails to bear statement on the label of the quantity or proportion of white lead, zinc, oil or pure spirits of turpentine, if any, contained therein.

Third. If in package form and the contents thereof, of white lead, zinc, oil or spirits of turpentine, if any, are not stated plainly and correctly in terms of net weight or measure on the outside of the package.

Fourth. If the package containing it or its label shall bear any statement, design, or device regarding the ingredients or the substances contained therein, which statement, design, or device shall be false or misleading in any particular.

The position of many manufacturers of brands of paint not "pure" in the sense the bill provides, maintain that "adulterated" paint (in which barytes and sulphates predominate) are as good and even better than pure white lead. In fact, so confident have the producers of barytes in Missouri become that they are conducting an advertising campaign to the trade on the subject of this bill.

Debate on the measure promises to be lively, as it makes strict regulations of paint labeling and advertising.

Gridley Adams, of the Stoddard-Dayton Automobile Company, addressed the Chicago Advertising Club at its last meeting.

THE THOUGHT HABIT AND ADVERTISING.

WHAT ADVERTISING HAS TO ACCOMPLISH TO BE SUCCESSFUL—HOW GOOD COPY INFLUENCES THE MOTIVES THAT MAKE SALES—THE MENTAL FACTORS THAT INFLUENCE STREAMS OF THOUGHT.

By Vernon Smith.

Of the Ireland Advertising Agency, Philadelphia, Pa.

Did you ever say something you would rather have cut out your tongue than have said? For instance, when talking advertising to a man, to compare his account to a certain other as next best, etc.

Did you ever do something that you would have given most everything you owned not to have done? Slighted a certain man whose position would help or prevent your securing an account?

Did you ever stop to think what that mysterious something was that influenced you to do these things, apparently against your will and your desire? Did you mentally consign your action to a weak will, insufficient control, or some such factor? Then you did wrong.

For the thing you did—and we all do it—was caused by an element more imperious than any other that influences our lives. There's hardly any brooking when this element commands. It controls us from the time we get up in the morning until we retire at night. It determines our every act no matter how trivial; it tells us what to eat, what to wear, what to buy. It is the one thing we advertising men who deal so much in the psychologic should consider in planning an advertising campaign.

For a proper understanding of this element will insure a campaign's success—ignorance of it will condemn a campaign to failure. It isn't will—it isn't determination—it isn't desire nor any of the things we humans have previously conceived to be the great mentors or governors of our existence.

It's more fundamental than any of these, for it's the basic idea of all of them. And it's what we'll call Thought Habit.

PAUL DUBOIS ON THOUGHT HABIT.

Dr. Paul Dubois in his great book, "L'education de soi même," has this to say about Thought and Thought Habit: "Man is strangely deluded when he imagines himself able to think of what he wishes. No man, however accomplished he may be, has ever had a personal thought or has originated an idea from his noble brow.

"Thought, however complicated, only results from an association of ideas that in no wise come under the yoke of the sovereign will. Our thoughts force themselves upon us, succeed one another in our mind, without our being able to change their order; we drive out those which are importunate and retain those which give us pleasure.

"They all come from chance excitement, physical or psychical, from the outside; excitement brings them to life. The ideas which come to us are the fruits of personal experience, of that which others transmit to us by word or letter, by all the means of expression which our five senses give us.

"We do not think by ourselves; we merely assist in the working of our mental kaleidoscope in which the pictures succeed one another under the influence received from outside shocks. These pictures or ideas link themselves together and determine acts, and these acts are sometimes brought about so unconsciously that we are surprised. Yet they are acts consistent with our Thought Habit."

HOW THOUGHT HABIT IS FORMED.

And to illustrate just how the Thought Habit is formed Dubois gives the following: Imagine a flat surface on to which passers-by continually throw little balls. They are arranged by chance—that is to say, without order—by reason of the very impetus they have been given; they will follow the straight paths and will stop only when their force is spent. These little balls are mental rep-

representations created as previously explained.

The surface without borders represents the understanding of a person without any preconceived idea—an absolutely impossible phenomenon. There are, however, many people who have very few ideas planted in the field of their conscience. These are the impulsive people who follow every impression like the weathercock, the breeze. It is the anarchy of thought.

Border this flat surface with four walls like the cushions of a billiard table, and the disorder will grow less. Balls thrown upon it will no longer be placed by chance; add to this surface some cushions running obliquely, and order will succeed disorder. Balls thrown from the passer-by, from no matter where and with no matter what force, will be caught in the canals and will follow the same path.

The billiard table with four cushions resembles the mind of the man who has only cultivated his thought a little. There is a certain limited logic to his association of ideas. Whereas he who by reason of his native intelligence, the wise advice he has received from his relatives and friends, by reason of the contingencies of this life to which we all are subject, has properly distributed his cushions and will find his mental life well ordered.

Now, associated ideas—those we have and those we receive—the little balls of thought and our mental condition—the billiard table—of our Thought Habit, determine our acts. This is the most absolute element in our lives. When we insulted Mr. Prospective Advertiser by calling him the "next best" we simply obeyed our imperious Thought Habit. From our associated ideas—things we had read, had heard, etc.—we had formed a certain mental estimate of this man's business. Finally our Thought Habit demanded expression—hence the "break."

When we slighted a certain fellow we again followed the dictates of our Thought Habit. We knew something about that fellow

that made our Thought Habit antagonistic toward him. You can't balk this Thought Habit. If you're a criminal it will tell the police on you. If you seek to dissemble, it will give you away. It will decide what time you get up in the morning—and when you retire. It will draw up a diet list for you that a year ago you'd turn up your nose at. That is, if you have your "cushions" in good working order. You get the consumers' Thought Habit working right on a product you're advertising and they'll buy it in spite of you. And that's where the importance of the right advertising copy comes in. That's where it is necessary to throw the right mental balls of Thought into the minds of your Prospective Purchasers.

There are not many advertising men who understand advertising that way; there are still fewer copy men who do.

You must get associated ideas into the consumer's mind—you must awaken a chain of similar ideas that have been lying fallow there; your ideas must find the moral sentiment, too. You must create the Thought Habit favorable to your proposition.

When you have that established, call it sales conviction, buying determination,—call it what you will,—you have made it as possible as human power can for the consumer to purchase your product.

Pretty pictures won't do that; your fine layouts won't do that. They're not sufficient. They only convey or arouse one or two thoughts that are thrown out and not retained. You must get into the mental inner consciousness—you must start chains of favorable thoughts—not merely a single thought. Your ideas must pass the moral monitors of the mind.

By that means you will get quick and definite results in your advertising campaign. You advertise with a definite purpose—on a definite understanding of how to accomplish that purpose. Your advertising isn't after the fashion of the generality of advertising—blandly indefinite, superficially inane and purposeless.

Prices of Farm Products Doubled Last Year

Over those of 10 years ago. The farmers of the whole country got \$9,600,000,000 for their products in 1909, as against \$4,739,000,000 in 1899. Not only are the farmers wealthy. They are keenly alive to their own business and social interests, eager to expand their markets, reduce cost of production, eliminate waste, and to live and dress better, so they are buying not only agricultural needs, but—*more* luxuries than city people can afford these days.

The ORANGE JUDD WEEKLIES

because of their accurate crop and market reports, and keen grasp of agricultural conditions are read by 305,000 of the farmers who are making the *most* money, and who are buying freely. Our advertisers are having this proved to them.

Orange Judd Farmer covers the Central West; American Agriculturist, the Middle and Southern States; New England Homestead, the New England States. 305,000 circulation weekly guaranteed. Here is *real* market value.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St
Springfield, Mass.

WHY TECHNICAL ADVERTISING IN GENERAL MEDIA PAYS.

GENERAL ELECTRIC, AMERICAN CAN COMPANY, WESTERN ELECTRIC, YALE & TOWNE AND OTHERS SPEAK OF VALUE OF GENERAL ADVERTISING TO INFLUENCE DEALERS.

In its discussion of the subject of technical advertising in the general magazines, the Technical Publicity Association developed the fact from among its members that much of the general advertising of technical products is done to impress dealers, or for similar trade purposes.

Advertising Manager Kilbourn, of the American Can Company, for instance, said that in advertising "Sanicap" the preserving jar top one of the main purposes was to create interest among glass manufacturers to adopt this top. He said that last year's advertising had started late, but that this year a more extensive campaign would begin in June magazines. Mr. Kilbourn said that the subject of promoting a large concern's interests by big advertising in general mediums was one which he was most carefully studying. He related how registration has been refused "Sanican" because of the name "Sanitop," and of the payment of a sum of royalty rather than change the name.

Frank Gale, advertising manager of the General Electric Company, said that the reason his company was advertising to the consumer was also very largely to stimulate dealers who sell lamps. He said that there was wide room for improvement in aggressiveness of dealers, and that unless consumer advertising was done the dealers would not advertise locally unless the company shared the expense. Mr. Gale also said that a strong reason for advertising was to supplant the name "Tungsten" with the name "Maizda."

C. M. Manfred, formerly advertising manager of the H. W. Johns-Manville Company, said that by going into the farm papers for 10 issues 3,000 actual inquiries had been received.

Advertising Manager Redfield, of Yale & Towne, announced that his company was going to advertise in the magazines next fall, even though it was already in the newspapers. The matter of changing a name interested him. He said that when Pabst, of beer fame, married into the "Best Beer" family and changed the name, it cost \$105,000 simply to change the brass signs from Best to Pabst throughout the country; while the total cost of the transfer of prestige from one name to the other was estimated at \$1,500,000.

C. R. Lippman, advertising manager of the Genuine Bangor Slate Co., said that the general advertising done by

his concern was stopped two years ago by panic retrenchment.

F. X. Cleary, advertising manager of the Western Electric Company, said that the purpose of the extensive magazine advertising done by his company was to create a general healthy demand. After three years' trial it was apparent in a general way that most people read magazines and that, while inquiries received afforded no gauge of the value of such advertising, the company believed it effective. Middlemen were more easily interested, even though competitors also benefit from it.

H. N. McKinney, of N. W. Ayer & Son, then in a graphic way examined the fundamental aim of the advertiser, irrespective of any classes of mediums. The end sought was to sell goods, and the important thing was to know the goods, then know the people who are expected to buy, and then advertise in the mediums they read. The question is, who is the consumer? Where is he? What does he read, and what would he say of the goods if he liked them?

Mr. McKinney related how an ignorant hotel-keeper in Nebraska enthused to him about Tungsten lamps, and that this hotel-keeper had really sold him the Tungstens he later bought. You can never tell in what unexpected way sales are effected. The very best advertising is the human tongue, said Mr. McKinney, and next letters. It doesn't matter whether it is pins, pickled elephants, biscuits, electrical machines, or J. P. Morgan's bonds, the principle is the same, only the application differs.

Education is a slow process, said Mr. McKinney, and time is a very important element.

The value of general advertising to secure both the dealers and the salesmen's enthusiasm and help was most important, said Mr. McKinney.

Election of officers resulted in the election of O. C. Harn, of the National Lead Company, president; C. D. Redfield, of Yale & Towne, first vice-president; S. M. Wilson, of J. G. Brill Co., Philadelphia, second vice-president; H. M. Davis, of Sprague Electric Co., treasurer, and F. R. Davis, of the General Electric Co., secretary.

H. H. Kress, and Rodman Gilder, of the Crocker-Wheeler Company, were elected on the executive committee, and E. W. Strong, of the American Locomotive Company, W. H. Tapley, secretary of the Association of Electric Motor Manufacturers, and H. M. Horr, of Dioxogen, were put on membership committee. Dues were raised and an initiation fee authorized.

A handsome silver service and a hand-lettered book of autograph appreciation were presented to H. H. Kress, retiring secretary.

LOUIS R. MOORE DEAD.

An advertising man and editor widely known throughout the country, Louis R. Moore, died recently. He was formerly editor of *Judicious Advertising*, Chicago, and had been on the staff of Long-Critchfield Corporation, Chicago.

OVER 300,000 COMFORTABLY FIXED FAMILIES—Subscribers for The CHRISTIAN HERALD

Here is a sifted, exceptional buying force of the highest business importance.

It is a practical certainty that thrift, comfort and diversified wants are represented by the family to whose reading table THE CHRISTIAN HERALD comes weekly. Its broad, clean magazine character makes it the most intimate, trusted family friend coming to the house.

Advertisers are beginning to appreciate this, as is proved by its record of advertising.

There is probably no other publication that gained *one hundred and thirty-three new accounts* through the March, 1910, issues, as did THE CHRISTIAN HERALD.

THE CHRISTIAN HERALD has no competitor in its class, and for advertising the goods bought in any prosperous middle class family it offers a unique service.

OTTO KOENIG
Bible House
New York City

O. McG. HOWARD
Marquette Building
Chicago

CHARLES DORR
Six Beacon Street
Boston

EGGS FROM HEN TO CONSUMER VIA ADVERTISING.

SEYMOUR EATON PROMOTING "16-HOUR EGG" PROJECT THROUGH NEWSPAPER ADVERTISING, WITH PLENTIFUL RESULTS—AGENCY DISTRIBUTION PLANNED.

"16-Hour Eggs. The best fresh egg service in New York. Price 40 cents per dozen. At all grocers." There is a story of far-reaching advertising sense behind this announcement which is appearing in the New York papers nowadays. The man behind this new venture, which was initiated with the first of March, is Seymour Eaton, of Tabard Inn fame, and now allied with the Jamaica Estates and Garden City Estates ventures. Mr. Eaton's 16-Hour Egg advertising is interesting, in that back of it lies an unusual attempt to force distribution.

The scheme is such a simple one that the wonder is that it has not been thought of before. Mr. Eaton has a son, Stafford, who, upon graduation recently, expressed the desire to go into the chicken-raising business, to which his father acquiesced. Young Eaton started out to learn the business, and became associated with a model chicken farm in Pennsylvania. His week-end reports to his sire of the primitive way in which the eggs from the farm were marketed, being sent to the cities hopelessly intermingled with ordinary barnyard eggs of inferior quality, convinced the latter that far the more pleasing and profitable business for him would be the proper marketing of the model eggs. The name "16-Hour" was taken because it told the whole story, and because it was feared a higher figure, such as "18-Hour" or "24-Hour" might be cut under by some ambitious competitor at a latter date. Sixteen is looked upon as the fewest

possible number of hours in which to market eggs. The scheme is to fairly snatch the eggs out from under the hens at the Pennsylvania farm at 4 o'clock one afternoon; wrap, date, and sell them, and ship them by express, on a fast train, starting at 6.35, so that they can reach New York and be delivered to the grocers before 8 o'clock the next morning, or sixteen hours later.

Few better examples of where advertising has been looked to to effect distribution are to be had than in this instance. When the 16-Hour Egg venture started, the first of March, there was no distribution whatsoever. Indeed, the only sales during the first week were a few, not more than could be counted on the fingers, made to callers at the office. But Mr. Eaton felt satisfied with that. All he wanted, and all he wants to-day, he says, is to get the name of his company and its business ingrained into the minds of the great middle class which appreciates good eggs, and which may be counted upon as being willing to pay a few cents more per dozen for them to get the guarantee of freshness which goes with them.

When, recently, a Hartford grocer wrote to PRINTERS' INK that he could buy in bulk what was the equivalent of Royal Baking Powder, and implied that the difference in price went toward paying the Royal's advertising bills, the reply was made that the difference in price was paid for the guarantee of uniformity, which makes it possible for a user of Royal to know just what effect a spoonful of that powder will have upon a certain quantity of dough. The same guarantee-argument is what is expected to make the 16-Hour Egg proposition appeal to the public.

At present writing, approximately 1,000 dozen dated eggs are being sold, it is claimed, on the

talks

We can arrange for the delivery at your kitchen of 16 fresh eggs every morning in time for your breakfast—every egg guaranteed to be fresh. Delivery routes are now being arranged by local dealers. Send us your name and address and we shall see that you get prompt service. Price for March 40 cents per dozen.

16-hour Eggs

should not have your eggs fresh every morning just as you have your milk fresh every morning. Delivery routes are now being arranged by local dealers. Send us your name and address and we shall see that you get prompt service. Price for March 40 cents per dozen.

THE 16-HOUR EGG COMPANY
10 East 42nd St., New York

basis of a distribution which only includes the west side of the city, the residential section. Orders from elsewhere are now refused. The intention is to let things rest until Fall, when, it is believed, with the cumulative advertising effect behind it, the 16-Hour Egg Company can approach grocers with agency offers more confidently and satisfactorily. Then a distribution including the whole city will be effected. In the Fall, when the families begin to return from the shore and country, a big advertising campaign is planned, which will call for large copy in the newspapers and car cards in the subway and in the elevated.

The copy, an example of which is given herewith, is the product of the pen of the elder Mr. Eaton, who has had considerable experience at such work, as is well known. He tells about friends coming to him, when this copy first began to appear, and assuring him that, if the name of Stafford Eaton had not appeared in the copy, they would have sworn that the latter had been written by him. "I take the conversation style," says Mr. Eaton, "in this copy, because I believe, above all things, eggs are largely a matter of personal confidence. A man may have a perfectly good egg laid before him at breakfast, but he may think it bad. Thereby his whole breakfast may be spoiled. It is because he does not have sufficient confidence in the egg to override any temporary whimsical suspicion. 'An egg should be above suspicion.' I believe the personal element in my ads ought to tend to establish that confidence in our goods which we must have, even if our eggs are of the finest."

"Advertising a city is just like advertising any great retail business," said J. J. Stokes, advertising manager of Marshall Field & Co., Chicago, before the Greater Des Moines Committee, April 4th. "Chicago decided a few years ago that it was one of the greatest wholesale markets in the world. The Chicago Chamber of Commerce advertised this fact and as a result the people of the West and Middle West are going to Chicago to do their buying where before many of them went to New York."

Work and — The Know How

are the reasons for the tremendous growth of THE LADIES' WORLD circulation this year.

Every department has been on tiptoe and the work has been well done.

It has been our busiest year and we have spent money liberally and well.

One hundred thousand *additional* circulation is the result.

That does not mean that we are slowing down.

More work for another season—another big lot of circulation.

The best thing about THE LADIES' WORLD is that we hold our old readers firmly.

"To have and to hold" is the important thing.

With us *new* subscribers mean additional subscribers.

That is the explanation of THE LADIES' WORLD'S sturdy and rapid growth; also its sterling quality.

THE
LADIES' WORLD

S. H. MOORE COMPANY, Publishers
NEW YORK

HOW A "PAINT WEEK" WAS WORKED.

THE PSYCHOLOGICAL MOMENT GRASPED TO GET DEALER CO-OPERATION AND CASH IN ON EXTENSIVE CURRENT ADVERTISING FOR LOWE BROTHERS' LINE OF PAINT PRODUCTS.

By Irwin Spear.

Of the Mahin Advertising Company
Chicago.

A carefully planned paint advertising *coup* of a uniquely interesting sort has just been successfully completed.

For years the Lowe Brothers Company have made quality paint products. For years they have advertised them. In the fall of last year when plans for the 1910 campaign were being discussed, it was decided to add to the usual list of mediums one that had never been tried before, namely, the *Associated Sunday Magazine*.

This seemingly inconsequential incident was the germ which later developed into "high standard" paint week. E. L. Shuey, director of the Lowe Brothers' advertising, saw that in the circulation of the *Sunday Magazine* in the prominent newspapers in ten great cities, he had a very persuasive argument with which to induce Lowe Brothers dealers to advertise on the date that the *Sunday Magazine* carried the Lowe Brothers' advertisement.

Accordingly, early in the year conferences were arranged between a representative of the *Associated Sunday Magazine* and the Mahin Advertising Company, who handle the Lowe Brothers' account. The first problem was to get Lowe Brothers dealer-agents in every city where a newspaper carrying the *Sunday Magazine* goes, to use space on their own account or co-operatively, on the day the *Sunday Magazine* back cover carried the Lowe Brothers ad. The second problem was to get dealers in towns where the *Sunday Magazine* and its newspapers circulate, to benefit in every possible way by this circulation in their locality either by local advertising on the same date, or, in

case there was no local *Sunday* paper, by circulars to be distributed with the *Sunday Magazine* calling attention to their agency for the paint advertised on the back cover.

At one of the several conferences held while these plans were taking shape, it developed that the *Saturday Evening Post* was to carry a Lowe Brothers page the same week as the *Associated Sunday* and the thought immediately

A CONVINCING BACK COVER.

suggested itself, why not take advantage of this fact and have a Lowe Brothers paint week?

Plainly, everything hinged on the dealer. Every effort must be bent to win his co-operation. The first step to this end was an announcement of the "week" itself. This was prepared as a four-page circular attractively printed in colors and with an exposition detailing the plans for the year's campaign in general and for "High Standard" week in particular.

The gist of the talk is contained in the following paragraphs from this circular:

Every wideawake "High Standard" agent is planning to join in a great demonstration for the first week in April. Think of the effect of your year's business if you make it clear during that week that you are one of

thousands who are selling this nationally advertised article.

If you are thinking of a special opening paint week have it then. Decorate your store, get out your paddles and cards and display everything to advantage. Make a special window display. Require your clerks to talk paint and vanish during the entire week—to ask your customers whether they intend to paint.

Use special display advertising in newspapers. Be sure to have a Lowe Brothers advertisement in your papers during that week. This is the time for your full-page or your half-page.

Close upon the heels of this circular followed a "tickler" in the shape of a card showing a hand with three fingers extended and the caption—

*Count Them on Your Fingers
The Weeks Before
"High Standard" Paint Week
April 1-9*

The text was given up to urging dealers to get the benefit of the National campaign by advertising locally.

The next step in this campaign to enlist the efforts of dealers was a unique one. Realizing that per-

sistent pounding with follow-up from the same source makes the recipient more or less calloused to the appeal which it contains, Guy C. Pierce, of the *Associated Sunday*, offered to write a letter to the dealers from the publisher's standpoint, stressing the opportunity offered them to make a small appropriation of their own go a long way when used in connection with the *Sunday Magazine* back cover paid for by Lowe Brothers.

By this time most of the representatives in the cities from which the papers are distributed had been committed to a definite amount of space on the specified date in the paper carrying the *Sunday Magazine*.

The Pittsburg and Buffalo representatives took pages, most of the others quarter pages. The page ads, as also the ad used by the Minneapolis distributor, gave a list of the agents in the respective cities and nearby. This made an extra inducement for the agents whose names were men-

THE GEORGE L. DYER COMPANY

42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency
Philadelphia and New York

Newspaper, Magazine, Street Car
and Bill-board Advertising
Business Literature
Publicity and Merchandising Counsel

tioned to do some advertising of their own. The copy for these newspaper ads called attention to the Lowe Brothers ad on the back cover of the *Sunday Magazine* included with that edition and suggested that it would pay paint users to turn to it and read what Lowe Brothers had to say, ending with the statement, "we are the local agents."

However, for the benefit of dealers in the smaller cities, covers of the *Sunday Magazine* were sent out three or four days ahead of the actual appearance of the advertisement with the injunction to post them in a conspicuous place. It was explained inside that many of these magazines circulated in that town and that readers who saw the ad in the next Sunday's magazine would know where Lowe Brothers paint could be obtained locally and that by thus "closing the circuit" a current of trade would flow automatically to the dealer's store.

Following these covers came complete copies of the *Sunday Magazine* itself mailed to reach most of the dealers Saturday.

While the impression of this effective announcement was still fresh in their minds and the covers were still hanging in the windows of the more enterprising concerns, a fresh volley of rapid fire artillery was sent out in the shape of reprints of the page advertisement appearing in the *Saturday Evening Post* of the same week. The *Post* is on sale Thursday. The reprints reached the dealers for the most part on Wednesday. These also they were urged to hang in their windows or otherwise display. With these a one-page circular was clipped in asking the dealers to report how they managed their "High Standard" week, what line they sold most of, what they advertised, what window displays they made. It was stated that these reports would be reserved and used in later issues of the house organ, "The Little Blue Flag," where the Lowe Brothers constituency as a whole might profit by the experience of individual dealers.

While the use of large space

was thus persistently advertised to the dealer, Lowe Brothers were reinforcing it with several magazine half pages or the equivalent in a considerable number of general magazines including back covers in *Suburban Life* and *House Beautiful* and half and quarter pages in the best trade and architectural publications.

During the week it was part of the plan to have every customer on every dealer's list receive at least one card or letter—meaning the mailing of nearly 100,000 folders, letters, etc.

The securing of the dealers' cooperation by use of large space in their local newspapers simultaneously with the use of large space in two such widely circulated and popular mediums as the *Associated Sunday Magazine* and *Saturday Evening Post* proved exceedingly effective and constitutes what is probably one of the most interesting "stunts" pulled off in the history of paint advertising.

The readiness with which the Lowe Brothers dealers fell into line demonstrates that intelligent dealers no longer need be coaxed to spend a few dollars of their own for every dollar spent by the manufacturer locally. On one day 170 packages of electros, averaging three to the package, were expressed to dealers for local use.

A PHILADELPHIA JOURNAL TO ATTRACT TRADE.

With the object of counteracting the effect of the recent hurtful publicity given Philadelphia as a result of the industrial conflict there, a number of wholesale merchants and jobbers in the jewelry and optical trade have organized a movement to set the city right before the country and attract trade here.

The movement will be started by the publication of a trade journal which will be sent to every factor in the jewelry and optical trade east of Chicago, urging them to buy in Philadelphia and offering them special inducements so to do.

The Rochester Ad Club was addressed on the evening of March 31st by William A. Dyer, general manager of the Smith Premier Typewriter Company, and William Thompson, formerly vice-president of the Kalamazoo Stove Company.

Your Opinion Is Often Asked Regarding Comparative Merits

of various goods. For instance, if the question were asked about silverware, what would your answer be?

Q Do you think a make or brand produced continuously since 1847—and advertised steadily and consistently for nearly half a century worth suggestion?

Q Would this constant advertising, this steady, month-in-month-out trade mark "hammering" make you a believer? Would the fact that the brand is made by the largest and strongest organization of its kind in the world impress you?

Q Under such conditions, your choice, it would seem, would naturally be goods stamped with the "1847 ROGERS BROS." trade mark.

In 1847
Hoe patented
the cylinder
press.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)
MERIDEN, CONN.

HOW NEWSPAPERS ARE BUILDING UP A SMALL ADVERTISER.

TERRITORIAL CAMPAIGN FOR "NOMORDUST" BRINGING ORDERS—EXPANDING GRADUALLY TO OTHER SECTIONS—SKEPTICAL OF ADVERTISING AT FIRST.

Alil the pet arguments of the advertising man are in the business of the Nomordust Chemical Company, Jersey City—a two-story business begun haltingly, a little money spent in fear and trembling, more money spent with rising hopes and a thoughtfully prepared territorial newspaper campaign begun with the brightest of prospects.

The stock in trade of the chemical company is "Nomordust," a green sweeping powder, put up in cans to sell for ten and twenty-five cents. When the concern entered the field three years ago the officers of the company had high hopes and little—very little—sale for its goods. President Hahlo took office as president, treasurer and manager with a determination to work out salvation slowly and to take no steps until they were o. k'd by his common sense. It needed to be said at once that he was not an advertising man, had no prejudices in favor of advertising and had made advertising take no especially distinct place in his policies. He did determine, as he worked doggedly to get "Nomordust" into the grocery, hardware and drug stores, that before he began to advertise, if he did advertise at all, there would be a good distribution ready for customers. He would also assure himself that his sweeping powder was not a flash in the pan, a Jonah that would "queer" any advertising campaign. He accordingly patiently watched "Nomordust" in its sales and when he found that repeat orders gave some proof of the powder's usefulness to the housewife he felt ready for a little experimenting in the New York and Brooklyn papers.

It was plain in a talk with Mr. Hahlo recently that he put his

money into advertising in much the frame of mind of the small boy who drops his coin in the slot machine and is more or less doubtful whether anything will come out after he presses the plunger. Mr. Hahlo did not doubt that advertising was a wonder worker for some goods. He could not be sure that advertising could sell his product, however. He had heard of fortunes spent in publicity with seeming little return.

The sales following the first tentative output of copy in New York and Brooklyn took a load off of the manager's mind. Advertising did move goods, and he found that the more goods moved along

Sweep Without Dusting

Madam, the day of dust-lab'd draglers is over for you. For, you can now sweep without raising a dust. You can sweep better, quicker and easier. And all that you have to do is to put out a little Nomordust on the floor.

With Nomordust your work is going to be lighter. You'll spend less time in draglery. You'll have more time to rest. Because when you get through sweeping with Nomordust, your furniture, your draperies, your piano, mirrors and pictures, will be just as free from dust and as clean as before you swept.



Nomordust

Makes Floor Coverings

Look Like New

Nomordust not only makes sweeping easy, and saves the draperies of polished furniture, but it actually makes the floor look like new.

It makes them look fresh and bright. It makes them look like new.

Between these other material and Nomordust Sweepings Green.

There's another reason about Nomordust that you never heard of. It's that it is so soft on the feet and so gentle on the furniture that it can be used on the most delicate of surfaces.

It makes all the dirt and dust disappear. It makes all the dirt and dust disappear.

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Use For a Large Supply

The big tin of Nomordust is enough for a week in the average home.

Just don't buy too much. Just don't buy too much.

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Just don't buy too much. Just don't buy too much.

You Don't Wash a Penny

Between these other material and Nomordust Sweepings Green.

There's another reason about Nomordust that you never heard of. It's that it is so soft on the feet and so gentle on the furniture that it can be used on the most delicate of surfaces.

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It makes all the dirt and dust disappear. It makes all the dirt and dust disappear.

the better pleased were the dealers and the more they set about pushing "Nomordust."

Taking heart, he ventured outside of the New York territory and "Nomordust" advertising is now appearing in the following cities: Philadelphia (*Bulletin*), Buffalo (*News*), Utica (*Press*), Rochester (*Democrat & Chronicle*) and Providence, R. I., *Journal* and *Bulletin*. Binghamton has already been reached through the *Press*.

In each of the cities the distribution is looked after by a local agent, who also sees that the

Nomordust Chemical Co., Jersey City, N. J.

newspapers render the best possible service for "Nomordust" copy. Effort is made to have the advertising, wherever possible, appear upon the woman's page.

Mr. Hahlo no longer wonders if he should spend more money for advertising. Results have been so pronounced that he is looking forward to other cities to conquer with his sweeping powder.

"Rochester, Utica and Buffalo papers did some wonderful things for 'Nomordust,'" said Mr. Hahlo.

After six weeks of advertising in Utica we sold as much of the powder as we had sold there in three years. Two advertisements in Rochester secured distribution, aided by our agents, in 146 stores. In Buffalo in six weeks we disposed of so much 'Nomordust' that the sales were equal to three cases for every grocer in the city."

Mr. Hahlo confesses that he is a crank upon the production capacity of the copy. If returns in any town do not come tumbling into the fold fast enough to suit his idea of the proper speed, that copy is changed. There must be nothing hard and fast about "Nomordust" advertising.

"I know I am not an advertising expert," said the president. "But I am able to know results when I see them. I waited long enough getting the distribution and building the foundation. But now that we are actually advertising I want results in a town quickly."

"Nomordust" copy is now uniformly illustrated with a line cut of the can. The first six months of publicity produced a crop of imitators. They sold to dealers for less than the latter paid for "Nomordust." Often the dealer was under the impression that he was really getting the advertised "Nomordust." To help disabuse the retailer of the suggestions put forth by wily competitors, a picture of the can was put into every piece of copy. The account is handled by Lord & Thomas.

In the April magazine Summary System was credited with but 116 pages or 26,026 lines. This should have read 166 pages or 37,184 lines, changing the figures in the recapitulation and four-year tables to correspond.



"We are advertised by our loving friends." It's the SYRACUSE EVENING JOURNAL to which the other fellows refer (but do not name), which has the advertising rate so much lower that one of its competitors solicits business on the argument that its rate (the competitor's) is "two hundred per cent. higher in some instances."

However, just to show there is no hard feeling, THE SYRACUSE EVENING JOURNAL'S rate is increased a little on May 1st, and then the other fellow's rate will be only "one hundred per cent. higher in some instances."

All the time THE SYRACUSE EVENING JOURNAL'S circulation keeps right on growing and growing.

In point of total circulation it has already beaten its afternoon competitor and is giving the morning paper a hard chase.

It has more circulation in the city of Syracuse than any other daily newspaper.

Syracuse is a fine city. It's three splendid newspapers offer a magnificent publicity opportunity to the general advertiser. Look into it.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

WOMEN IN ADVERTISING WORK.

THE VIEWPOINT OF WOMEN NOT ALWAYS WELL UNDERSTOOD BY MEN
THE TWO ATTITUDES TO FASHION
AMONG WOMEN—AVERSION TO
TECHNICAL ARGUMENT.

By Miss E. S. Leonard.

With Jos. A. Richards, and staff (Advertising Agency), New York.

There are two reasons why so large a proportion of general or "consumer" advertising is addressed to women. One is the resolute hold which the American housewife has on the family pocket book; the other is that she is very easy to reach.

Aladdin in the cave of jewels has a similar vision of visible wealth, but Aladdin had some difficulty in getting away with it, and the advertiser who has his eye on the unlimited consuming power of the middle-class American home must study profoundly the tastes, traditions, habits and prejudices of the domestic purchasing agent.

Success in advertising to women involves an understanding of the feminine point of view, especially in this matter of spending money, and advertising campaigns addressed wholly or largely to women will gain in effectiveness from the co-operation of a woman in every detail of plan and copy. Many retail stores have found out the usefulness of a competent woman in the advertising department, and agencies on the lookout for bright young men to learn the business will do well to include some young women who shall be trained along the same lines.

Certain presentations of fact and certain arguments which men find absorbingly interesting do not appeal to women at all.

A woman is not interested in the quantity of a manufacturer's product, in the size of his factory or in his industrial processes, *except as they affect the quality of the goods*, and for this she cares very much indeed. She is indifferent about how many hundred thousand cases of tomatoes a can-

ner may pack in the year, but she wants to be very sure that the case or two she buys for her family are done the way she wants them.

In all questions of food woman's ideal is still the domestic process. Much money has been spent in advertising which disregarded this fact. The sentiment in favor of home-prepared food goes all the way back to the Cave Woman's first experiments in broiling and roasting. Many homes are afflicted with poor cooks, many factories turn out delicious products, but "home-made," a term of reproach for anything to be worn or used about the house, is still the high sign of excellence for everything that is to be eaten.

This condition will cease in that industrial millennium when the minority of manufacturers of food products who insist upon purity and quality have brought the majority, who think only of a little more profit, to see light on this subject. Meanwhile, advertising which lays stress on the close resemblance of the advertised article to home prepared food will do more good than emphasizing the superiority of the factory. In questions of method, the housewife thinks pretty well of her own. Remember, Mr. Manufacturer, that in selling food products you must get your orders from a competitor, and from a competitor with prejudices inherited from her mother, her grandmother, and all the way back to the Cave Women.

A cynic says that advertising articles of dress to women is the easiest thing in the world, because it follows the lines of least resistance. Of course, the cynic is wrong. Dress is of such paramount importance to every woman that she gives it the most detailed consideration. The man who ventures to prepare copy about anything to be worn by a woman should proceed with a due sense of the gravity of the situation.

No man in the world really understands how deeply a woman feels about her clothes. Long ex-

perience and the exercise of the superior masculine logical powers have enabled manufacturers and merchants to perfect a system of guesswork about what women will buy to adorn themselves. To see how precarious this system is, you have only to watch a manufacturer choosing his season's line to make up, or see the moist beads on the retail merchant's brow as he ponders about "what the trade will take."

In drygoods advertising women have the fundamental advantage of understanding the attitude of other women toward the whole subject of dress. They know the arguments which will carry conviction, the others which will mean more or less waste of advertising space. No woman, for instance, would ever spend a dollar to print the picture of a factory under the mistaken impression that it would be the means of selling a single yard of dress goods.

Drygoods consumers divide themselves into two great classes; an upper class which wants something unique, individual, different. These women want the material which has not been seen before, the design which cannot be cheaply copied, the garment too costly to come within the reach of the average purse. In a word, they want to be ahead of the fashion. The other class does not want to differ. They aspire only to conform. They want what all the other women are having; and the more hats, shoes, rugs or lamps they see like the ones they have just bought the happier they are. Their ambition is to keep up with fashion. The recognition of which class the advertised article will appeal to is often a vital point in preparing the copy.

Women of both classes are eager for technical information about drygoods, especially textiles, which will give them a just appreciation of values. Old-time shoppers had simple tests for "all-linen" and "all-wool," but these fail at the counter of the modern store, not because the buyer is less clever than her grandmother, but because the manufacturer is more so than the weavers of the

Answering Three Vital Questions

¶ Mr. Harry Porter, Vice-President of the Frank Presbrey Company, in his recent address to the Representatives' Club laid special emphasis on the *character* and *purpose* of a publication as indicating its real advertising value.

¶ "When you tell me the circulation of your magazine," he said, "tell me also—do you carry a message of uplift?—do you mold public opinion?—do you enter intimately into the homes—the real factor? These are the things I want to know."

¶ To these three questions a representative of Collier's can answer "yes" with the knowledge that his answer would be echoed by five hundred thousand representative American homes and that every issue bears additional witness to its truth.

T. B. Patterson.
Manager Advertising Dept.

Collier's

THE NATIONAL WEEKLY
New York Boston Chicago Toronto

On and after
April 20th, 1910
 the offices of

The
American
 MAGAZINE

will be on

UNION SQUARE,

The tenth and elev-
 enth floors of the
 Jackson Building,
 31 East 17th Street,
 New York.

MORE ROOM FOR
OUR GROWING
BUSINESS

PHILLIPS
PUBLISHING
COMPANY

Union Square,

Telephone, 2800 Stuyvesant

last generation. The advance in the arts of finishing make it impossible for the average shopper to approximate the actual worth of materials, and she is demanding trade-marks, which shall enable her to identify and repurchase the actual materials which she has found satisfactory, instead of some plausible looking substitute. It looks like a mere question of time when all good staples will be trade-marked. Inferior grades will naturally shun this condemning certainty of recognition as long as they can.

Household equipment, a steadily growing commercial interest, is another subject which the woman advertiser can handle with great advantage. Housewives have begun to measure the money value of their time and strength, but a garret full of junk bought at some self-denial leads them to be extra cautious about labor-saving devices. The washing machines which made such good paper-rags at a single using, the bread mixer which was a perfect success with eight or ten loaves but a failure with any smaller quantity, the steam cooker which cooked a whole dinner at once—and only once, since it was so poorly soldered and such thin tin that it fell to pieces immediately—these hold her back from the thoroughly good and practical devices now on the market.

It is useless to appeal to her on the side of mechanical construction. About one woman in a thousand will understand and be pleased by the compliment to her intelligence, but the other 999 are a wider market. They must be convinced by a demonstration of usefulness, durability and adaptability free from technicalities of any sort. Few men can be trusted on this dangerous ground. The wheels and cogs, cams and levers are too tempting. The woman can find and stick to the other women's point of view.

It would be foolish to limit woman's usefulness as in advertising work to these three lines. Given the necessary training and experience in general advertising she might make a notable suc-

cess with irrigation bonds, racing automobiles or safety razors.

Nor is it anywhere implied that by the light of nature alone woman is an infallible adviser on advertising the kinds of merchandise which other women buy. The woman who does successful work must have the same personal aptitude for it as a man must have, and the same definite knowledge of means and results. All that is claimed is that in several large and important branches of advertising her sex is a help and not a handicap.

A CALIFORNIA ADVERTISING TRAIN.

A new scheme is being perfected for advertising the San Joaquin Valley, Cal. On May 11th a car, fitted up with a display of products of that section, will start for the East and will travel over several of the Eastern States on the electric roads, it is expected, those on board giving lectures and distributing literature on the way. The return will be made by way of Canada and North Dakota and ought to bring at least two hundred prospective settlers, it is believed. The expenses will be footed by the Chamber of Commerce of Stockton, Cal.

The Portland (Ore.) Ad Club was addressed on March 27th at noon by Rev. W. J. Euster on the subject, "Advertising a Church."

Arrangements are being perfected by Dean Walter Williams of the School of Journalism of the University of Missouri for a tour of that state in an advertising campaign which is expected to offer many advantages to the places visited.

The plans for a publicity bureau and general news service under the auspices of the Springfield (Mo.) Ad Club and the State Board of Emigration of Missouri are being perfected. A special attempt will be made to supply free of charge news of importance concerning this district to papers of the northern and western sections of the United States. The office of the news service bureau, which will be established, will be a clearing house for articles of state-wide importance.

An automobile company of Dayton, Ohio, has a novel advertising scheme. The head of the concern is an airship enthusiast, having made frequent trips in a dirigible. He had one million cards printed advertising the cars of his company and these were thrown out above the towns in that section of Ohio advertising this house's automobiles. Large packets were thrown out at a time and a fall of several hundred feet served to distribute them over a great space.

"The Economical Way to Cover the Country is to Advertise by Districts"

VIII

You simply can't get better results from your advertising expenditure than in

The Advertising District of Cincinnati

Why? Because there is no more prosperous section in the whole land—no place where there's a greater buying power, home for home. Hundreds of great industrial enterprises provide profitable employment for thousands of people, making a market for advertised goods that's incomparable.

THE CINCINNATI ENQUIRER

is the home newspaper of this rich region. Its value is amply proved by the fact that it is the favorite medium of local merchants. Your own dealers, if they advertise at all, advertise in the *Enquirer*. It is the most economical medium because it's the best.

Foreign Representatives

I. A. KLEIN JOHN GLASS
Metropolitan Tower Boyce Bldg.
New York Chicago



Effect and Cause

Testimony to the singular pulling power of the FARM JOURNAL comes from agencies and advertisers in all parts of the country. Here are two specimen reports. (Full names given on request.)

1—"The — Roofing Felt people called this morning, and said that the FARM JOURNAL was of *more value to them than any other publication*, mentioning the magazines. In fact, the Philadelphia house seems to be getting nearly all its letters through the FARM JOURNAL.

2—(Toledo, Ohio). "From the small ad we ran in FARM JOURNAL last season we received an average of 63 inquiries daily."

Such results are sometimes unaccountable to new advertisers, who have not yet learned that the FARM JOURNAL is "unlike any other paper" in the fact that most of its subscribers pay for five and even TEN YEARS AHEAD.

And having found by over thirty years' experience that it is absolutely safe to buy from any FARM JOURNAL advertiser, no wonder readers buy of them largely and persistently.

Forms for June close May 5th. \$3.50 a line for over 700,000 copies.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

FORM LETTERS AND THE HOOK WORM DISEASE.

DEADLY DULLNESS OF FORM LETTERS
AN EXPENSIVE THING—SOME EX-
AMPLES OF GOOD LETTERS—ONE
THAT PULLED 69 PER CENT—NEED
FOR REACHING VARYING TEMPERA-
MENTS.

By Frank H. Holman.

If there was such a thing as a Rockefeller Medical Institute in advertising, and the unnumbered mass of form letters was scientifically examined, a most alarming percentage of hook worm infection would be discovered.

The hook worm victim discloses himself by a terrible lassitude and lack of ginger, and his actions are dull and perfunctory. All these symptoms are present to a fearful degree in every four out of five form letters one meets. Their language shambles and shuffles along like Siberian exiles with ball and chain at their feet. No shy and self-conscious youth exhibits such a self-centered, ingrown, clammy-handed front to the people he meets as do these form letters.

The customer who receives such letters and reads them feels the cold chill of the clammy hand come down upon him with the very first opening sentence—often with the very first word. Bromide is no name for such concoctions. They are undoubtedly the most wooden things in all modern writing, these "Enclosed please find," "In answer to your request, we are," and "We acknowledge receipt of your kind favor," letters. The "we" smears itself all over the letter as a peacock spreads its feathers to obstruct the view of everything else but itself, and to make itself the center of the picture.

The reader, on entering into such letters, finds himself a hopeless stranger in a vast, imaginary court, in which formality, stiffness and self-aggrandizement unite to press down upon him the fact of his utter remoteness, his complete insignificance, and the fact that he is one of the countless other mil-

lions addressed likewise. He feels much as one feels on going to the President's reception at Washington, and standing in the crowding, pushing line to receive the entirely perfunctory, impersonal, mechanical hand-shake and smile put out with weary sameness and machine-like rigidity to all the thousands there.

Now, this is just what good form letter writing must absolutely

DEAR SIR:

Looking over our records a few days ago, I noticed that you haven't been so good a customer of ours in the past twelve months as you used to be, and the more I looked at that record, the more I wondered what we had done that caused you to practically stop trading with us.

Finally I decided to drop you a line and ask you whether you are willing to tell me, personally and frankly, just what the trouble has been, and whether there is anything we haven't done that we should have done, and whether there is anything we can now do to get you back on our list of regular customers; if we can, we surely want to do it.

Of course, accidents will happen at times, and if one has happened in this case I hope you will tell me about it. I think I can fix it up the very day I get your letter.

Won't you write me personally, on the back of this letter, and tell me just how you feel about trading with us? Please use the enclosed (stamped) envelope, as I want your reply to come to my desk unopened.

Why not send an order with your reply? I'll see that it is filled just right.

Very truly yours,
SEARS, ROEBUCK & Co.,
Per P. V. BUNN,
County Manager.

P. S.—The best catalogue we have ever issued is just now coming off the press, and I am sending you a copy of it to-day. I hope you will look through it carefully.

THIS LETTER DREW 69% REPLIES, AND
ALMOST HALF A MILLION HAVE
BEEN USED.

avoid, or fail. It would seem to be so easy, yet it is so entirely hard to achieve. Some writers of form letters are entirely convinced that the opening sentences and the paragraphs must hum and buzz like an emery wheel sputtering fire; that the words must crackle and bristle and flash like a third rail making connection on a snowy night. This is entirely wrong. of

course, and represents one stage in the education of one who aims to turn out good form letters. It is the antithesis of the other kind, and is naturally a step forward.

The mechanical requirements of a good form letter, of course, demand light, short paragraphing

THE COHN-GOODMAN COMPANY.
MANUFACTURERS OF CLOAKS AND SUITS.
CLEVELAND, O., March 10, 1910.

DEAR SIR:—The merchant we don't care about, we leave alone.

The man who hears from us, IS WORTH HEARING FROM; that is why we just can't let go of you, Sir—and you won't want to let go of us, if once you realize what STYLE-CRAFT means to you. We are prompted in this stand by our CONVICTION OF RIGHT.

YOU VISIT THE CLEVELAND MARKET FREQUENTLY; that's good! You don't visit us; THAT'S BAD—bad for us both, but how are you going to believe this if you don't try to convince yourself? Haven't you everything to gain and nothing to lose by a CALL—a LOOK—a comparison—a chance to say "Hello"?

Our New Free Personal Service Advertising Department will set you thinking. It's so "different"—better. Within the past three weeks; we have personally assisted sixty-seven merchants in Special Sales and Selling Schemes. Listen to this,—a minute: It's a true story!

Two weeks ago our representative called on a large western Iowa concern whose buyer frankly stated, AFTER LOOKING OVER OUR LINE THOROUGHLY, that he would not place an order until he had seen the other lines of his REGULAR houses, and would then buy! Our man left with him a memorandum of his selections and went away!

THIS WEEK WE RECEIVED HIS ORDER—after comparing with other lines, remember—after our man had left. This buyer ordered of his own free will—unimportuned; purely on the merits of the MERCHANDISE and the VALUES.

Isn't this a good test? Doesn't this tell you a convincing story?

WHEN ARE YOU COMING IN?

Yours for Genuine Success,

THE COHN-GOODMAN Co.

A GOOD LETTER OF THE GINGERY SORT.

and live sentences, but it is very necessary to remember that these are purely mechanical requirements, and that through these tools must be achieved the real quality of the letter, that of interesting and producing an effective impression.

Now, of course, there never has

been or never will be perfected any means of making an effective impression which is not based on a presentation of *ideas*. Contrary to many pseudo-psychologists who love the hypnotic passage of hands, there must be a *real idea* put through the reader's skull, or a letter fails. Mere electric energy frequently defeats its own purpose, whereas sometimes an ordinary tyro in letter writing will occasionally present a real idea in common, even stilted language which gets business.

It comes down to thinking out a salesmanlike presentation of a definite, bona-fide advantage, rather than any cute little twist of the pen or some fire-cracker method of awakening attention. A New York engineer, who would never claim to be an advertising man, wrote a series of form letters which drew \$100,000 worth of business by mail, simply by talking ideas which he knew had to make an impression, because they were vital.

What is the *vital idea* is the uppermost issue in writing a form letter. You can't judge what is the vital idea unless you have a shrewd knowledge of the mental attitude of the average name on your list, in addition to a through-and-through knowledge of the points of the goods that count in a sale.

Then, on top of all that, the broader, mentally, that the man is who writes a letter, the deeper down into general human nature he can strike with his little axe. Sometimes, under some circumstances an appeal at the start-off to broad human nature is better than a purely business argument. But *only* sometimes.

Many form letter campaigns take no thought of the many differing human characters. A group of follow-up letters ought to contain, all told, an appeal to every line of approach which is likely to count with different temperaments. Some people are keen on the economy argument—others have contempt for it, and are much more interested in earning dollars than in saving pennies. Some people like an intimately personal tone—

others resent it. Some will stand blunt, "sassy" talk—others do not like it at all.

Again, the various arguments in favor of a proposition strike people with varying degrees of force. The one minimized by the letter writer might, if it had been enlarged upon, brought results, and vice versa. It does not do at all to

SAMUEL W. PECK & Co.
YOUTHS', BOYS' AND JUVENILE CLOTHING.
NEW YORK, March 12, 1910.

DEAR SIR:

If you were here in our office to-day and we could show you the names of the customers to whom we sell "Sampeck clothes" for boys, you would be very anxious to look through the line, because these clothiers are among the very best in the country.

Unfortunately you are not here, and we cannot impress you as strongly as we could if we could tell you face to face just why our clothes are superior to all other makes of boys' clothes.

If we could take a garment and go over it with you, point by point, showing you the silk sewn seams, the high-grade linings, the excellent fabrics, the shapely collars, lapels and fronts—if we could turn the coat inside out and show you the way the inside is made, you would never be satisfied to have any other boys' clothes in stock.

You can't sit where you are and understand from this letter just why "Sampeck Clothes" for boys are more authentic in style than others, contain better fabrics than others, and are more skilfully made than others. That's why we want you to let one of our representatives come to your town and display our complete line and explain its value to you, feature by feature.

Our salesmen are now arranging for their Fall 1910 trip. It is important that you advise us *at once* if you wish to see the line. We enclose a self-addressed stamped envelope for that purpose.

Yours very truly,
SAMUEL W. PECK & Co.
Dict. W. J. B., Sten. No. 8.

TO THE POINT, BUT NOT TOO "GINGERY."

model letters over tailors' dummies, and if a letter pulls 6 per cent, there are reasons why there were not more replies. There was undoubtedly at least another 6 per cent that came near responding.

The constant analysis and constant reshaping of form letter work is the explanation of those concerns making a success with them. They are immune from the hook worm.



Pick your advertising mediums as you would an employee for a special task—considering his qualifications for the performance of that task rather than your personal opinion of the way he combs his hair. The UTICA

SATURDAY GLOBE

has for nearly thirty years been a regular weekly visitor in thousands of homes of the finest kind of people, in *that great and desirable territory comprising interior New York, New England and adjacent states*. To-day it regularly reaches 140,000 such homes and is read by the whole family because it is a newspaper made for the whole family, and is successful because it appeals to THEM and gives THEM what THEY want.

The advertiser who can do business in this territory, has in the GLOBE not only an effective advertising medium but a most economical one.

Ask us to tell you all about it.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

ADVERTISING MAKES BIG ANNIVERSARY SALE RECORD.

PROVIDENCE DEPARTMENT STORE
MAKES \$127,000 SALES AT THE
ANNIVERSARY SALE—\$3,000 FOR
ADVERTISING IN SURROUNDING
TERRITORY—BANQUET FOR EM-
PLOYEES.

The record in department store advertising in the newspapers, as far as is known, is held by I. S. Jonas, now advertising manager for R. H. Macy, New York, who once ran a sixteen-page ad for a department store in Atlanta, Ga., for which he was advertising manager six or seven years ago. But that record has just been approached in the case of the Shepard Company, of Providence, R. I., which has gone on record with a ten and a half page ad in at least two Providence papers, the *Bulletin* and the *Tribune*.

This advertising was done in connection with a monster anniversary sale which was conducted on Saturday, April 2d. In addition to the big ads above stated, the *Providence Journal* carried a three-page ad the morning of the sale; the *Pawtucket Times*, published four miles from Providence, carried a like amount. Eight other suburban papers, in addition to the *Times*, carried Shepard advertising during the week preceding the sale, in a radius of fifty miles. These were: the *Bristol Phoenix*, the *Attleboro Sun*, the *Woonsocket Call*, the *Westerly Sun*, the *Taunton Gazette*, the *Pawtucket Valley Times*, the *New Bedford Standard and Mercury*, the *Fall River Globe*. These papers carried a quarter and a half page during the week, the quarter announcing the sale and the half-page giving a few of the values to be offered. The Swedish and French papers of Providence also carried copy. The total expense of the advertising is said to have been \$3,000, while the sales for the anniversary day are said to have reached the total of \$127,000—a record-

breaking total. Last year's sales totaled \$62,000.

The results were undoubtedly helped by the circulation of 40,000 circulars through the mails, on which regular letter-postage was paid. The store was kept open until 10 at night.

In appreciation of the efforts of his department heads in both stores, Mr. Shepard gave a banquet to about 125 buyers of both stores, April 11th.

A special train carried the Boston buyers and a few invited guests to Providence the evening of the banquet.

Among the invited guests were John Shepard, Sr., Mayor Fitzgerald of Boston, Mayor Fletcher of Providence, Gen. Chas. H. Taylor of the *Boston Globe*, C. E. L. Wingate of the *Boston Journal*, W. F. Rogers of the *Boston Transcript*, Frederick Roy Martin and John H. Rathorn of the *Providence Journal*, and a representative of PRINTERS' INK.

An exhibition of the pictorial art of advertising opened at the rooms of the Manufacturers' Club, Philadelphia, March 30th. It is given by the Ketterlinus Lithographic Manufacturing Company and it shows the whole process of lithographing, as well as many original designs for posters by such artists as Dan Smith, Harrison Fisher, F. F. English and James Montgomery Flagg.

Each Saturday the *Milwaukee Journal* prints a short advertising story by some advertiser of note in the local field. In its issue of March 26th the article was by A. M. Candee, secretary of the Advertisers' Club, of Milwaukee, and advertising manager of the National Enameling & Stamping Company. In these articles no very definite attempt is made to take up advertising in a technical way but rather to offer something which he who runs may read and understand.

The regular monthly meeting of the "Red Roosters," a social organization of advertising men in Chicago, was held March 26th, and took on the character of a "Chantecler" celebration. Much amusement was given the guests by the members of a parade around the lobby and dining-room of the Hotel LaSalle.

Ernest Howard, financial editor of the *Springfield Republican*, addressed the Merchants' Association of Springfield at noon, April 6th, on the subject "Advertising in Modern Progress."

IS YOUR PRODUCT SOLD AT GROCERY STORES?

There are about 1500 Grocery Stores in the Borough of the Bronx, New York City, supplying household necessities to over 400,000 people.

How many of them carry your products?

Those who do not, probably claim that there is no demand, and assure you that if there were, they would be glad to carry them.

Did it ever occur to you that it is easier, *and much less expensive*—to *create* the demand than to argue with the grocers?

Persistent advertising will do it, and Outdoor Advertising—the most persistent of all methods—is the only one by which you can concentrate on the Bronx and at very moderate cost.

For \$3.33 a day—\$100 a month—you can maintain an advertising display throughout this district, covering all the main thoroughfares, comprising twenty (20) of our big Signs, each 10 ft. high by 20 ft. long. They would suggest your product to the maid or housewife on her way to market, persistently, every hour in the day, *and every day in the year*, and should eventually create the demand that will force the grocer to have your goods on his shelves.

The Bronx as a separate City is larger than Pittsburg or Boston. If you weren't getting your share of trade in either of these cities you would probably consider \$100 a month a very small advertising expenditure for such a big territory. The Bronx is just as important in itself, and furthermore, is the Gateway to all New York.

We will be glad to send on request a detailed list of spaces available, and further information.

The O.J. Gude Co. N.Y.

Broadway, 22nd Street and 5th Avenue, New York City

HOW "NEW-SKIN" IS ADVERTISING SHACKLETON'S ENDORSEMENT.

NEWSPAPER SPACE USED IN LEADING DAILIES—MAGAZINES AND TRADE PAPERS ALSO USED—SOLD THROUGH JOBBERS ONLY.

A month or so ago, the American magazines were teeming with divers recommendations of advertised articles written by Robert E. Peary, the reputed discoverer of the North Pole. Undoubtedly they carried considerable weight; but there were so many that the idea became too "commercialized." It was the same as when an actress promiscuously signs testimonials for many articles. Lieutenant Shackleton is now also being exploited as an endorser of a product—but only for one, New-Skin, the liquid court-plaster.


When the lieutenant's notable book, recounting the story of his 127-day final dash for the South Pole was recently published, the keen London agents of the New-Skin Company, Brooklyn, were not long in happening upon a paragraph which refers to New-Skin as follows:

"My heels burst when we got on the hard stuff, and for some time my socks were caked with blood at the end of every day's march. Finally, Marshall put some 'New-Skin' on—and that stuck on well until the cracks were healed."

Later on in the book, in Professor David's account of the experi-

ence of his detached expedition, there is another reference to New-Skin.

The London agent lost no time in cabling to the New-Skin main offices, asking for permission to exploit these references to New-Skin in the English newspapers, while yet the English people were



HOW SHACKLETON USED NEW-SKIN

In the precious seven pound parcel of medical stores that Lieut. Shackleton selected to take with him on the 127 day "final dash" for the South Pole where every superfluous ounce was dispensed with were two bottles of New-Skin.

On P. 11, Vol. 2, of his book, he writes:

"We were continually being foot-bitten up on the glaciers... our heels got raw-bitten. My heels burst when we got on to hard stuff and for some time my socks were caked with blood at the end of every day's march. Finally, Marshall put some 'New-Skin' on... and that stuck on well until the cracks had healed."

Again, Professor David, in his account of the expedition of himself and four others which Lieutenant Shackleton detached, and which started October 5, 1906, and on January 16, 1909, succeeded in reaching the South Magnetic Pole, writes (page 117, Vol. II):

"The rough brother (of the ski boot) took the skin off my right heel, but (Dr.) Mackay fixed it up late in the evening with some 'New-Skin'."

"New-Skin" is the liquid plaster which to-day takes the place of the old-time "court plaster." You paint it over a cut, scratch, scrape, bruise, chafed part, blister, or any other wound, and it instantly dries into a waterproof coating or "New-Skin," which won't wash off, even with hot water and a scrubbing brush till the place is well.

Every druggist sells it—10c., 25c. and 50c. bottle.

fairly crazy with their enthusiasm over Shackleton. The permission was given, and, as a result of it,

THE SPECIALIST ALWAYS WINS

WE do not decry your skill in correspondence.
But,—

You have other duties, other responsibilities that prevent you specializing on the art of getting results by mail.

Our writer-salesmen have one duty—one responsibility, and it is: to get better results for our clients than our clients can get for themselves.

They excel as naturally as the professional excels over the novice—it's simply specialization.

The Business Development Company of America
"Writers of Letters that Pull"

119 NASSAU STREET : NEW YORK CITY
Phone 5374 Corlind

New-Skin sales in England increased materially.

"We were perfectly innocent of the fact that Shackleton had taken along any of our product on his South Pole trip," says R. E. Chum- asero, the New-Skin sales man- ager. "On that trip every ounce of extra baggage counted, you will appreciate. If we had known that he wanted any of our product we would, of course, have been only too glad to supply him. As it was, he bought it in the open market."

When Lieutenant Shackleton lately came to this country to meet President Taft and to lecture in New York and elsewhere, similar New-Skin copy was arranged, and was placed in the newspapers simultaneously with his coming. In New York two-column space, about eight inches long, was taken in most of the leading papers on the day of the lieutenant's lecture, and later that was followed up with single-column Shackleton copy.

The New-Skin proposition is now some ten years old, having been established by W. S. Doug- las, who was himself an ex-adver- tising man, having once been con- nected with the Presbrey agency. The new product was sold, in its early days, on the basis of face-to- face solicitation very largely. It has only been of late years that New-Skin has been advertised at all extensively. The year before Mr. Douglas died, 1909, about \$10,000 was spent in advertising. When the old Douglas Manufac- turing Company was reorganized into the New-Skin Company, the advertising policy was enlarged upon, and now half again as much as the above amount, if not more, is spent in advertising every year.

From being largely a mail-order proposition, New-Skin has come to be a product almost wholly sold the public through the retailers. The number of mail-orders re- ceived nowadays is inappreciable. New-Skin practically has to be sold through the jobbers. To sell direct and maintain an adequate force of salesmen would be a very expensive matter. But, in addition, for some unaccountable reason,

New-Skin is so volatile that it will evaporate right through the cork in the neck of the bottle in which it is contained. It has even been demonstrated that it will evaporate through the glass itself, when her- metically sealed. Because of this tendency toward depreciation, dealers are never urged to take on a large stock of New-Skin. This necessitates that they buy through the jobbers, in small quantities, and it is a well-established axiom of merchandising that, under such conditions, the retailer cannot be

NEW-SKIN
MADE IN U.S.A.
INSTEAD OF COURT PLASTER

New-Skin is a healing, antiseptic liquid. It is easily applied and dries instantly.

It is the only sanitary way to prevent little cuts, scratches, bruises, etc.

Nothing else is like it. New-Skin is not an adhesive, it waterproofs covering over the wound and allows it to heal promptly and properly.

It is so infinitely superior to the other style of court plaster and bandage that its use has now become general.

Doctors recommend its hospital use. It is painless and soothing, and it is absolutely pure and harmless. It is the emergency medicine for all small wounds.

Also especially effective for burns, scalds, chapped hands and lips, lacerations and blisters.

Be sure to get the genuine.

For sale by druggists everywhere, 10, 25 and 50 cents, or by mail. Stamp for label.

NEW-SKIN COMPANY
 Dept. Q, New York

© Trade Mark Reg. U.S. Pat. & Tm. Off.

held to maintain prices, even should it be deemed desirable.

The New-Skin Company is in direct contact with 10,000 retail druggists in America, sending them literature regularly once a month—not a house-organ, but circulars. A year's contract for running car cards in the New York subway has just expired. Some of the trade journals used are the following: *Pharmaceutical Era, Western Druggist, American Druggist, National Druggist*. Among the magazines, the following have been used during the last year: *Scrap Book, Munsey's, Cosmopolitan, American, Saturday Evening Post, Collier's, McClure's, Everybody's, Outlook, Literary Digest, Ladies' Home Journal, World's Work, Review of Reviews*.

IMPORTANT SIX-POINT LEAGUE LUNCHEON.

At Martin's, New York, April 12th, the Six-Point League, composed of newspaper special representatives, held a largely attended meeting, at which many prominent advertising agents were present.

President Richards told of the work that was being done by means of the publication of advertising talks prepared by the League in newspapers throughout the country. These talks, said Mr. Richards, referred the advertiser who was interested to the leading advertising agents for information and suggestion.

The speakers at the luncheon were Herbert F. Gunnison, business manager of the *Brooklyn Eagle* in place of Herman Ridder, unable to be present, and John Clyde Oswald, of the *American Printer*. (See elsewhere for Mr. Gunnison's talk.)

Mr. Oswald told many humorous recollections of old-time country journalism. He did not subscribe to the notion that the days of masterful personalities in editorial chairs were past, for he said the names of Lanson, Nelson, Howland, Pulitzer, Hearst, Taylor, Watterson, Shaw, Collier, Abbott, and others stood for strong personality to-day. "And when," he asked, "could a mere assistant editor travel all over the globe and carry the spotlight with him?"

Frank Presbrey made brief remarks also. Among the agents present were:

Frank Seaman, H. Henry Douglas, Henry S. Howland, George Hilderbrecht, Fred G. Russell, Collin Armstrong, L. J. Finch, G. Howard Harmon, Benjamin R. Western, William P. Scott, Jr., Frank J. Fellows, O. H. Blackman, E. N. Erickson, C. William Wurster, Max Gramsche, Bert M. Moses, T. F. Sykes, Charles L. Young, Frederick H. Siegfried, George B. Van Cleve, Converse D. Marsh, H. A. Biggs, Frank Presbrey, James A. S. Carpenter, H. H. Charles, George W. Best, C. E. Phillips, J. W. Morgan, H. Sumner Sternberg, Russell A. Field, W. M. Pearsall, W. R. Hine, W. P. Colton, Samuel Knopf, Ernest Elmo Calkins, Charles D. Levin, P. B. Bromfield, Albert V. V. Hibson, A. R. Elliott, W. F. Hamblin, H. H. Levy, E. E. Vreeland, Ingalls Kimball, J. W. Morton, Jr., Frederick W. Dauchy, Edwin H. Haven, G. E. Harris, M. P. Gould, Louis V. Urmey, R. Guenther, J. M. Eppstein, A. W. Erickson, W. W. Douglass, George Batten, G. E. Barton, W. H. Blaker, Irving M. Dewey, Alfred Meyer, M. Plattner, G. O. Draper, Frank J. Coupe, C. S. Reuter, James Rascover, Joseph E. Baer, Channing Rudd, F. B. Washburn, Herbert S. Blake, H. W. Fairfax, Frank Finney, Philip Ritter, K. E. Bunnell, R. A. Craig, C. Ironmonger, H. E. Lesan, Ralph Holden, H. W. Doremus, J. A. Richards, Oliver A. Marsh, J. J. W. Earnshaw.

The Salt City Advertising Company of Hutchinson, Kans., has been organized by Paul R. Breen and R. W. Snyder.

MAIL-ORDER WISDOM AT MAGAZINE CLUB LUNCHEON.

The April meeting of the Magazine Representatives' Club, New York, was addressed by P. V. Bunn, formerly with Sears, Roebuck & Co., now with John Wanamaker. The importance of the confidence of the buyer was brought out, and the vital need for making good on all promises. (See address elsewhere.)

Among the guests present were: Harrison D. Miller, of the *Evening Mail*; H. S. Chapin, of J. Walter Thompson Company; R. P. Clayberger, of Calkins & Holden; A. J. Stocker, of Frank Presbrey Company; R. L. Fenton, of Frank Seaman, Inc.; A. Beroldingen, of Simpson-Crawford Company; Henry D. Wilson, of *Cosmopolitan*; Arthur S. Holbrook, of A. R. Elliott A. A.; A. C. Camp, of *Harper's*; Stanley Wilcox, of Coupe & Wilcox; Frank J. Coupe, of Coupe & Wilcox; H. Sumner Sternberg.

Frank P. McDermott, of Hoboken, N. J., is able to offer expert testimony as to the continued pulling power of past advertising. Mr. McDermott was the receiver for the A. A. Griffing Iron Company of Jersey City, which came into his hands in March, 1908. He sold the plant in October of that year to the American Radiator Company after he had done considerable advertising. Yet, though the company ceased doing business two years ago. Mr. McDermott still gets over ten letter a day addressed to the company and ordering goods. Advertisements that were published five years ago are still bringing in returns. The chances are that I will receive these letters for years to come."

Frank L. Blanchard, of Frank Seaman, Incorporated, addressed the advertising class of the Bedford Branch of the Brooklyn Y. M. C. A., March 29th, on the subject, "Positions in the Advertising Field." Mr. Blanchard denounced business men who offer to employ solicitors only on a commission basis. "Such employers," he said, "are not willing to shoulder the responsibility with the man who brings in the business."

The *Christian Herald* should have been included among the weeklies in the four-year record of advertising published in the last issue of *PRINTERS' INK*. It had a total of 36,148 lines for March, 1910. In March, 1908, the *Christian Herald* carried 19,636 lines; in March, 1909, it carried 21,080 lines. The increase of 1910 over 1908 was 186 per cent.; of 1910 over 1909, 71½ per cent.

A new advertising agency has been incorporated at Lansing, Mich., to be known as the Burges-Crandall Advertising Agency, capitalized at \$10,000, to do a general advertising business. Those interested are H. W. Burges, E. A. Crandall, L. W. Tower and S. H. Burges.

This is a reduced copy of page three of the current issue of HUMAN LIFE, The Magazine About People.

Editorial Announcement by Alfred Henry Lewis

THE management of HUMAN LIFE has asked me to write the story of Theodore Roosevelt. Also, bowing to a better wisdom than my own, I have consented to do so. The initial chapters are to appear in the June number of this magazine. These will pick him up in his cradle — probably carry him as far as his graduation from Harvard, and, since stepping from the elm-shaded walks of Harvard he plunged — splash! — into politics as your cold swimmer takes a header from some dock-head, the Roosevelt whom we know should from that moment begin. Likewise the excitement

Politics is to Mr. Roosevelt what water is to a fish or air to birds. He belongs in politics — his home is there. As often Warwick asking, he has not only put other men in office — as Mr. Taft — but has himself been in succession Assemblyman, Civil Service Commissioner, Police Commissioner, Assistant Secretary of the Navy, Colonel in the field, Governor, Vice-President, and President. He has had his peep into every angle of government, and both Mr. Roosevelt and the world have come the better off for the peeping. As this is written he is disturbing the pyramids and mayhap the Sphinx by his liberal eloquence, and — I guide by his time-card — when it is read he should be ransacking about Europe anywhere between the Kaiser and King Edward, Oxford and Berlin. He is scheduled to be with us in America by the middle of June, and since we want him to return and he himself is quite as hot to reach us, there is every argument for believing that June schedule will be carried out.

There he folk, whose wisest doubtless are fathers to their thoughts, who believe that Mr. Roosevelt will succeed Mr. Taft as President of these United States. For myself I do not share their views, since Mr. Roosevelt himself has carefully — or was it carelessly? — closed that door against himself. However, all that is another story and must be left in the telling for 1912. Meanwhile, I shall take up the story of Mr. Roosevelt as it has already occurred — the story of the flesh-and-blood Roosevelt — the *HUMAN LIFE* Roosevelt — avoiding as far as I may the sun-dried, bloodless style the common curse of most biographers.

Bar the One who died on Calvary and Abraham Lincoln, there has been more ink and paper given to Mr. Roosevelt than to any other man. Also he has not yet touched fifty-five and the end is not yet. His career should be a lesson to every one — the boy, the youth, the man of middle age, the grandiose holding on to two caves. All activity, Mr. Roosevelt has often shown that it is better to do the wrong thing than do nothing at all. In politics this last is peculiarly true. The best thing is to do the right thing; the next best is to do the wrong thing, the worst thing of all things is to stand perfectly still. In the last instance, so far as an adverse destiny might be concerned, you offer practically a pot shot. What events may be seeking your destruction have time to shoot from a rest. As if by instinct Mr. Roosevelt realized this, and keeping ever in motion forced events in his case to do their shooting off-hand.

More than his activity and industry, however, his indomitable honesty has served the Roosevelt turn. It is that chilled-steel honesty, always and under all conditions evinced, which has been the thrilling, pulsating cause of every one of his great victories. That fact of honesty has never failed to save him with the people. He has followed off the wrong trail as often as any other man. He has never been infallible. He has proposed the wrong thing, supported the wrong thing. He has helped the wrong man, hated the wrong man. But he was always honest; and while his head took sometimes the left-hand turn, his heart never did. From his earliest step into politics the public has never doubted him on that angle of honesty. Also that faith was his citadel — his tower of strength. Knowing him to be honest, the people would never be parted from him. For strange as it may sound to Tullyrands of intrigue, the people would sooner go to smash with an honest man than succeed with a rogue.

If I can get out that which is within me the story of Mr. Roosevelt should possess qualities of interest. I have known him personally for well-nigh twenty years. He has not been told that I intend to write his story, since I hold to the theory that I am not driven to ask his consent. He has made himself public property for fairly the third of a century. He has held office upon office, and been paid for doing so. From what day he cast his first vote, Mr. Roosevelt has insisted upon walking the ramparts of publicity, and long ago forfeited all right to complain against being made the subject of discussion. He who has asked for and been given a Presidency cannot regard himself as a secret, and owns no right to be astonished when he finds himself in print. Wherefore I shall write of Mr. Roosevelt — write what I know and how I know it, what I think and why I think it. That should, I think, mark the proper line between us. To do more would be an invasion of his rights; to do less would be a surrender of my own.

The magazine for the people is the medium for the advertiser.

W. F. Smith

What is a

The title Copy-Writer as applied to an Advertising man, stands for—what?

There are thousands of Copy-Writers. Almost every man who can write good English thinks he can write good Advertising Copy.

And so he can—of a kind.

But the man who assumes the responsibility of selling goods through printed words should be something more than a writer. He should be writer-and-salesman, writer-and-advocate, writer-and-businessman, combined.

Such a man, if he is worth while, forgets about his writing ability. When he has Copy to prepare he throws off the title of Copy-Writer and takes on the more responsible role of Sponsor.

Instead of outside man he becomes inside man—Director, Organizer, Sales Manager, Owner, Promoter, Investor, Organization Man. He not only sees the business but is the business for the time being.

To a man who is big enough to prepare Advertising Copy, the writing isn't the great thing; it is

a Copy-Writer?

almost the least thing. He doesn't deal in words: he deals in ideas.

In every business worth while there should be a constant and urgent demand for Advertising Copy of the very best kind. The standard of yesterday isn't good enough for today. The printed words of this week should be improved next week.

The Ethridge Copy Department is organized to meet the most exacting demands of Advertisers. It is an assemblage of picked men of ripe experience whose work reflects brains, intelligence, grasp.

If you want to sell goods through printed words or if you have a problem that calls for talent of the kind described above, you can use the Ethridge Copy Service with satisfaction and profit. Write for terms.

ARTISTS — COPY WRITERS — ENGRAVERS — PRINTERS
DAY AND NIGHT ART STAFFS

THE ETHRIDGE COMPANY

Madison Square Building, Madison Square, North
(25 East 26th Street)

New York City

Telephones: 7890—7891—7892—7893 Madison Square

PUBLISHER, AGENT AND ADVERTISER.

NEED FOR ORGANIZATION OF AGENTS
—GOOD WORK OF A. N. P. A. AND
SIX-POINT LEAGUE—DANGER OF
ADVERTISING ENCROACHMENT—A
GOOD PAPER FIRST ESSENTIAL—
DOOM OF PRESS AGENTISM—EX-
TRACTS FROM ADDRESS AT SIX-
POINT LEAGUE LUNCHEON.

By *Herbert F. Gunnison.*

Business Manager, Brooklyn Eagle.

It seems to me that advertising agents ought to have an organization like the newspapers. I think you will agree with me when I say that the relations between the newspapers and agents are much more agreeable than ever before. The American Newspaper Publishers' Association has been productive of very good results. It is now almost impossible for the new crop of agents to get recognized. The A. N. P. A. has become like Bradstreet's or Dun's in its service. The Six-Point League has been another step forward and is doing good work.

The result is that publishers are doing their best to keep advertising in the hands of the experienced and able agents already established. The mushroom agent, with his office in his hat, is being quite properly discouraged, to the best interests of all concerned.

There is still, however, much work for us to do, and improvement is bound to come. Newspaper publishers are, I suppose, as poor business men as any in the community. The reason is, of course, that they are editors primarily and received their training "upstairs." Consequently agents have a lot to contend with, in demoralized rates and other violations of business ethics and practices.

The tendency of publishers to lean almost wholly upon advertising revenue for the expense of publication is, I think, often carried too far. It carries with it the danger of making the paper subservient to advertising. Sooner or later this must evidence itself, and public confidence is weakened.

There is now being published a paper given away free to readers—both profit and expenses coming from advertisers. It is easy to carry this further, and the value of even the advertising becomes undermined. If you give it away as a dodger it isn't going to help the advertiser, for it is valued only as a dodger.

The part of the publisher in the general trend of improvement is, I think, more than anything else to make a good newspaper. He should stimulate his editors and reporters and produce as fine a paper as he can, regardless of whether he gets the most advertising or the highest rate. In his business policy he should treat everyone alike; and have rules and live up to them.

We can also look forward to the improvement of the special agents, who are now doing magnificent work. As to the agents, I believe newspapers should stand by them for they have built up the present volume of advertising. It makes me sad to see an agent lose an account to a cut-rate after he has built up that advertiser for years.

The agent in times past represented the publisher, but I believe the new agent will look for his pay from the advertiser.

The matter of press agentism has stirred us up, and a determined effort is being made to eliminate him. That press agent who boasted he had secured \$30,000 worth of free space for an auto advertiser waked us up, and he will have a hard time to repeat his trick.

MAHIN FLASHES THE C. Q. D. SIGNAL.

CHICAGO, ILL., April 9, 1910.

Dear Mr. Hopkins:

I am not getting PRINTERS' INK at my home, 1829 Hinman Avenue, Evanston, Ill.

I don't know whether you stopped it because my subscription expired, or whether the postman makes away with it before he reaches my house. I simply must have it, and I want it quicker than anybody else, if I can get it.

I will send you the money on a silver platter, if necessary, or I will come down to New York and bring it myself. Please give this matter immediate attention.

JOHN LEE MAHIN.

The Times

London

THE WORLD'S NEWSPAPER

The Times' Second Annual Empire Edition will be published on May 24th next.

Description The Empire Editions of The Times are an institution of the British Empire. They annually carry to every English Colony on the globe, a great intimate review of the year's notable happenings in every part of the Empire. Filled with original matter, such as only The Times is able to gather together, they are volumes of intense interest to everyone who claims England as "home." Now when the whole world is intently watching British politics this is the case more than ever before.

Life The Times' Annual Empire Editions live from year to year for their contents are the great record of the year's past events, and a prophecy of the future. Every important business house, bank, and library, every prominent club and hotel, and every prominent man engaged in any profession or business, not only in England itself but in the Colonies, take some edition of The Times regularly throughout the year. They all take The Empire Editions and *keep them*.

Distribution The Times guarantees effective distribution for its Annual Empire Editions throughout every part of the Empire viz: The British Isles, Canada, Australia, New Zealand, South Africa, India, etc., etc.

Advertising Patronized in an advertising way as these Empire Editions are by the Colonial Governments, the amount of space left open to commercial advertising is not large. A limited number only, therefore, of English, Colonial and American announcements can be accepted.

Information Detailed information concerning this edition and advertising rates will be sent upon request.

Address

THE TIMES (London)

Windsor Arcade,

Fifth Avenue & 46th Street,

New York City.

“Advertising Doesn't Pay”

OF COURSE not—the *vast majority* of manufacturers in nearly all lines are agreed that it doesn't pay.

As an instance, there are twelve hundred and fifty soap manufacturers in the United States. The vast majority of them evidently think advertising can't pay—and yet we have Proctor & Gamble, Fels, Colgate, Williams, Pears, Larkins, and a few more—but what are they out of twelve hundred and fifty?

There are thirteen hundred and seventy-five mattress manufacturers—and one Ostermoor.

Four hundred biscuit and cracker bakers. How many can you name? Educator and Uneeda. Any more?

* Twelve thousand three hundred and twenty-six cigar manufacturers. Three or four are large advertisers—and it's rumored that these are the most prosperous.

Cloak and suit manufacturers, fifteen hundred and twenty-eight. National Cloak and Suit Company and one or two others think advertising pays.

Nineteen thousand six hundred and eleven flour mills—and you almost have to say “Gold Medal” when you mean to say “Flour.”

Eight hundred and fifty-four glass manufacturers—you know Macbeth.

Seven hundred and seventy-five paint manufacturers. National Lead Company, Carter White Lead, Sherwin-Williams Co.—how many more can you name offhand?

. Sixteen hundred and eighty-one umbrella manufacturers—do you know any umbrella by name?

Of all the toilet accessories manufacturers—do you know of any tooth brush except the Prophylactic?

We could go on through the entire list. Our point is, the vast majority are against advertising, are opposed to it, because they believe that it doesn't pay—and persistently overlook the fact that in nearly all lines the biggest, strongest, most prosperous competitors are those who do the most extensive advertising.

Advertising is for the big merchant and big manufacturer. It will not do much for the small man, for the one who has to be shown. The big man sees; the big ones were big merchants and manufacturers even when their businesses were small—and advertising played its part in the development of these men and the business structures that they have built. More of these will come, are coming; many are here and growing.

We are not particular about the size of a firm with whom we start business. If it has within it the elements of growth, we are willing to take our chances of growing with it—better to say, are willing to do our part to help it grow.

We go anywhere for business.

George Batten Company

ADVERTISING

Fourth Avenue Building

Fourth Avenue and Twenty-seventh Street
NEW YORK

BOSTON
511 Tremont Building.

CHICAGO
First National Bank Building.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

**STREET RAILWAYS
ADVERTISING COMPANY**

**HOME OFFICE: FLATIRON
BUILDING, NEW YORK**

**WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO**

**PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO**

RETAILERS' AND TRADE-MARK WINDOW DISPLAYS.

LARGE CITY DEPARTMENT STORES AVERSE TO DISPLAYING MANUFACTURER'S TRADE-MARKS — MANY SMALLER STORES LOOKING 'FOR GOOD SUGGESTIONS — "STINGING" THE RETAILER.

Perched in his balcony-like office in one of New York's great department stores, the Americanized European, the head window dresser, who spoke still with a strong accent of his mother tongue, gestured down toward the surging mass of afternoon shoppers on the first floor of the store.

"Do we display goods in our windows, just because they are advertised in all the magazines?" he asked. "No," he said, in tones heavily underlined. He then went on to speak of advertising as "stuff," and asseverated that he was "his own boss" in

arranging the windows and that the advertising manager had absolutely no say with him. He then waved his hands and emotionally apostrophized his work as an "art," which things earthly and commercial like advertising should not be allowed to affect. How did he dress his windows? He just dressed them with an eye to stopping the hurrying folks outside and he selected his goods from the latest and the best acquisitions brought in by the store's buyer. He practically never identified these goods in the windows by a card, and he was quite sure that it was a million to one chance that saw an advertised product so labeled in his displays. Indeed, national advertising interested him as little as Chinese politics.

Down the street, where the elevated railroad emitted its mass of shoppers, another man who con-

fessed to being responsible for the windows evinced no enthusiasm about national advertising and the displays themselves, bereft of a single nationally advertised brand, made clear what he meant when he remarked that "he had his theories."

It was the same story with others at the huge metropolitan shops. The fact emerged plainer and plainer, at each interview, that a manufacturer advertising widely had a poor show for any efforts he might make to have his goods put on display in them in a manner that would reinforce his advertising.

On Sixth avenue below 23rd street was found an advertising manager of a big store who said that, unlike some other depart-



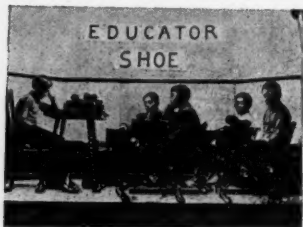
A REMARKABLY THOROUGH DISPLAY OF HERMSDORF DYED GOODS.

ment store advertising managers, he controlled the window displays as well as the newspaper advertising.

"We treat the nationally advertised goods with all fairness," he said. "We are glad to handle them and to sell all of them we can. We appreciate the advertising that helps to make the sales for us. But to be frank with you, we cannot afford to boost them as a rule either in our windows or in our newspaper advertising. I regard the windows as just so much advertising space. I advertise in the dailies goods of five departments, say. In the ten windows I show goods from ten other departments, thus securing space for fifteen departments in all. And those windows sell goods, too. Often the man at the head of some department will come and ask if he can have some space in the newspaper ad-

vertising the next day. I may have other plans, and tell him no. Then he asks if he can have a window. Well, after figuring a bit, I give him a window and he goes away happy.

"Now, I'll tell you why we do not put trade-marked fabrics or shoes or other advertised what-



REAL BOYS DEMONSTRATING SCHOOL SHOES.

nots in the windows, or the newspapers for that matter. Suppose we carried a trade-marked shoe. We might have the Sixth avenue selling privileges of this shoe and, with a year's agreement, go ahead advertising it and put it into the windows. At the end of a year, the makers of the shoe might come to us and say: 'Can't you sell more shoes next year? So-and-so tell us that they will sell 150,000 pairs if we give the business to them.' Well, unless we come up to the scratch, we lose the article. Or suppose we are carrying an advertised silk. We give it every selling facility in our store, but some day along comes a representative of the silk house and asks that we give him a window or two for a week, so that he can demonstrate the goods. Now, it is mighty poor business to put so much emphasis upon any one line as that. And we say so. The man goes off in a huff, and perhaps later we lose the line.

"We lose the money we had spent advertising it. We had created customers for the goods and it was reasonable to suppose many of these would follow the line of the other store, for women, when they get enamored of a piece of trade-marked goods, will follow it anywhere.

"The point is that too often houses which are advertising in a big way become dictatorial with the retail houses. We have got to preserve our self-respect and so, as a rule, we handle advertised brands in the regular way and do not feel that we can push them to the exclusion of hundreds of other lines.

"Difficulties that attend selling at retail advertised trade-marked goods have led to the exploiting, by many big stores, of some special brand of their own, whether it is corsets, or lace, or shoes. It is these goods that are advertised in the newspapers and put into the windows; you see there is no danger that such specialties will be taken away from them suddenly, leaving them to whistle for the money they have spent promoting the sales."

"But the big stores of New York, Chicago, Philadelphia, and other large cities are as large, frequently, as the manufacturers whose goods they handle," said a representative of a jobbing house who had traveled extensively both in the smaller communities and the cities. "They evolve their own theories of merchandising, of handling hundreds of varieties of products. They have spe-



A WELL PLANNED DUTCH BOY LEAD WINDOW.

cialists in charge of their advertising and experts to design the windows. With them it is the constant effort to advance the individuality of their own house. Their window displays are exhibitions of Macy's, or Siegel-Cooper's, or Gimbel's, or Marshall Field's business personali-

ties, and theirs alone. In the last analysis I believe that this is the true explanation of the attitude of the big stores toward displays of advertised brands.

"But get out into the suburbs, into the smaller cities and the villages and the story is different. There, as a rule, the merchant doesn't worry about his business personality; all he wants to do is to sell goods. He has learned that it helps sales to have bright, attractive windows. Now he himself hasn't the knack of creating striking window effects. So he welcomes and uses the window display suggestions mailed him by houses that advertise their brands. If he handles clothes, he is glad to build a window display of Munsing Underwear or of Educator shoes, or anything else, according to the plans sent him.

"Get off from the thoroughfares of the big cities where the enormous stores are, and you will find the smaller merchants making the most of the free display suggestions of the advertisers. Go to the Bronx, Yonkers, to Winona, or to Wooster and you will find the smaller retailer putting all kinds of advertising in his windows. The grocers will be glad to put the bright, attractive packages of a nationally advertised food on display. It gives the grocer's store a tidy front and he knows attractiveness brings people inside. To be sure some merchants lure the customers inside by displaying well-known brands and then frequently sell something else 'just as good' on which they make a larger profit.

"But since the agitation about purity of foods has stirred consumers, he isn't able to do this so often as he once did. His customers, who are also his neighbors, may respect his good faith and integrity, but they have learned that even the grocer isn't a food expert; the women aren't going to run the risk of putting doubtful products on their tables. Their intuition tells them that a manufacturer who has invested thousands of dollars in advertising a reputation cannot afford to smash it ruthlessly."



Among the things that have contributed most to the remarkable growth of that "model 20th century newspaper," THE BINGHAMTON PRESS, are the various home and womankind features.

The nature of the paper and its quality have taken it into the homes of almost every reading person in and about Binghamton, N. Y. The woman's newspaper is after all the man's newspaper, and there is not a big present-day newspaper success which has not been developed along those lines. Hard work, brains and money and a proper combination have made THE BINGHAMTON PRESS what it is to-day.

It circulates over 21,000 copies daily. Fifty-two per cent. of them in Binghamton and connected suburbs, seventy per cent. within a twenty mile radius, eighty per cent. within a thirty mile radius, and more than eighty-nine per cent. within a forty mile radius.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

C. F. KELLY

Begs to announce that he has severed his connection with Hand, Knox & Company, and on May first will open offices of his own as

Newspaper Representative

Suite 7073-7075

Metropolitan Bldg.
New York City

Mr. Kelly for the past two years has been Treasurer of Hand, Knox & Company, and solicitor of advertising for the Hand, Knox & Company newspaper list.

PRINTING PLANT AT AUCTION SALE

On premises of Dow & Snell Co., Toledo, O., One Miehle Press, Sheet 28x 42; John Thompson Colt, 14x22; 10x15 Gordon; No. 3 Boston Wire Stitcher; 33 inch Power Paper Cutter, Eclipse Folder, together with motors for same, etc.

**AT TOLEDO, OHIO
THURSDAY, APRIL 28**

In addition to above machinery the entire composing room outfit, comprising a liberal supply of Stones, Cabinets, Type and small tools. An ideal private plant for a large manufacturing concern.

AUCTION AND FOR SALE BY

**SAMUEL GANS COMPANY,
NEW YORK and CHICAGO**

OUTDOOR ADVERTISING AND TYPOGRAPHY DISCUSSED.

H. J. Mahin, of the O. J. Gude Company, and Edmund G. Gress, author of a number of books on typography, were the speakers before the Advertising Forum of the West Side Young Men's Christian Association, New York, April 11th.

Mr. Mahin took for his subject "Outdoor Advertising." He said in part:

"We often hear the remark nowadays that there is too much advertising, that it is being outdone. Certainly it is a fact that there is more advertising to-day than ever there was and it also costs more, but on the other hand we must not forget that the public has been educated up to an appreciation of the high standard which advertised products have and so there is a greater possibility for profits in advertised goods than ever.

"It is remarkable what advertising will accomplish and in the direction of multiple effect I believe that outdoor advertising accomplishes more than any other kind, and yet outdoor advertising has not undergone any changes in the last hundred years. The man who can attract the eye and the attention best is the best outdoor man, and that's all there is to it. You remember the story told about Pliny, that he wrote a friend a long letter and apologized in a postscript for the length, explaining that he didn't have time to write a short letter. Outdoor advertisements have to be short—every word counts—and for that reason they are harder than any to write. We estimate that outdoor advertisements reach fully 85 per cent of the population. This population reads outdoor ads whether it wants to or not simply because it cannot get away from them."

Mr. Mahin took up in some detail the various kinds of outdoor signs and their cost. He said that the electric sign is least profitable to the agency. The cost for such a sign along Broadway will range from \$750 to \$1,500 a month, which includes cost of installation and maintenance. The illuminated painted bulletin costs about \$5 a day. Mr. Mahin referred to the signs along Long Acre Square and the fact that so many theaters, hotels and restaurants were in the immediate neighborhood, and said that those signs should be seen by at least 350,000 persons a day. The illuminated signs, which average 10 by 20 feet, rent for from \$5 a month in the Bronx to \$50 a month downtown, including maintenance. Railroad bulletins, which are usually 10 by 38 feet, rent for \$6 each a year on the average. Mr. Mahin said that these signs are usually grouped around cities because there they are read by both long-distance travelers and commuters, although on the other hand there were some adver-

tigers that placed their signs regularly without regard to the cities. Bull Durham, for instance, is found every five miles. Painted walls are rented by the square foot, the price in the cities averaging 6 cents per year. In the old days these spaces used to be paid for on an unbusinesslike basis, but now property owners appreciate pretty much what their spaces are worth.

Mr. Mahin said there can be no doubt as to the right of a property owner to rent his roof or his walls for advertising purposes as long as the safety laws are observed. He spoke of experiments which his company had made with various colors and said they had found the crimson background was perhaps the best for attracting attention, although a crimson background with black letters upon it was not advisable.

Mr. Gress talked on the subject of "Typography in Advertising" and his talk was appropriately illustrated with lantern slides. He said in part: "We must all admit that the copy in an advertisement is the most important part, but yet unless that copy is well put into form it may never reach its aim. A good many tyros in advertising have been prone to use fancy faces, but that is not necessary or desirable, and you will find to-day in the advertising pages such types as Cheltenham and Caslon used more extensively than any other and they are really the plainest and at the same time most artistic."

Mr. Gress spoke of the advisability of using Cheltenham Bold for the head and Caslon Old Style for the body, the contrast of the two types giving a good effect. He said that the test of all type is: Will it wear well? The Cheltenham is not good for a long line or for a body of reading matter in which there are a great many capitals because in that case a gray tone is produced and the lines look as if they had no leads between them, due to the length of the ascenders.

Mr. Gress deprecated the use of either extremely condensed or extremely extended types. He believed the New York *Herald's* style of advertising types was too light, but that, on the other hand, many advertisers tended to use types that gave too dark an effect. He pleaded for a happy medium.

AD. CLUB DISCUSSES EXCLUSIVE AGENCIES.

The wisdom of large firms establishing exclusive sales agencies was discussed at a meeting of the Advertising Club of Baltimore, April 4th. Mr. Moore, of William Beehler, the umbrella house, led the discussion. It was pointed out that many Baltimore dealers demanded exclusive agencies where a new article or brand of goods is placed on the market. This demand, it was said, is largely due to jealousy among the merchants. The general opinion seemed to be that it was unwise for the distributor to hamper the quality of his sales by granting exclusive agencies.

The March Gain

The
Chicago Record-Herald

in March, 1910, gained
over March, 1909

310 Columns

in display and classified
advertising—the seven-
teenth consecutive month
of advertising gains in

The
Chicago Record-Herald

154 Washington St., Chicago, Ill.
437 Fifth Avenue, New York City

20 out of 25

Of the 25 largest merchants in Omaha all advertise in the **World-Herald**, and 20 use more space in the **World-Herald** than in any other newspaper.

The reason for their preference is the great home circulation of the **World-Herald**—52,000 copies every day.

Last December the Omaha merchants offered to investigate local newspaper circulations. The **World-Herald** accepted. *The Bee* refused.

It's the **World-Herald** in Omaha.

VERREE & CONKLIN (Inc.)
Representatives
New York and Chicago

Pulling Power of New England Local Dailies

In a New England city of less than 150,000 population, a fine retail establishment recently opened.

The opening was advertised in the local dailies.

Counters were stationed to enumerate the adult customers on the opening day. Their records, compared with the census figures of population, showed that for

Every Family in the City

one or more adults had been brought to this store's opening!

This is a striking illustration of the pulling power of the local daily newspaper in New England.

These papers in New England hold with firm and friendly grip, the interest, respect and confidence of the readers.

These readers are in the habit of believing in and responding to advertising in their local daily papers.

Turn this habit to your advantage by starting an advertising campaign in these papers.

Lynn Item.
Haverhill Gazette.
Springfield Union.
New Bedford and Mercury
Worcester Gazette. Standard

Pawtucket Times.
Portland Express.
Waterbury Republican.
New London Day.
New Haven Register.

BORDEN'S SECURES PUBLIC CONFIDENCE WITH IN- FORMATIVE ADVER- TISING.

RAISE IN PRICE OF MILK INDUCES
STORM—NEWSPAPER ADVERTISING
SHOWING SANITARY CARE BRINGS
RESULTS—HOW THE CHINAMAN
WOULDN'T BUY CONDENSED MILK
WHEN EAGLE TRADE-MARK WAS
REMOVED.

On raising the price of milk last December, the Borden's Condensed Milk Company quickly became the storm center of popular protest. Accusations of wanton defiance on the part of Borden's towards consumers became so vociferous that in New York an investigating committee was appointed by the city to look into Borden's methods.

The committee had no sooner gathered its data than Borden's called into service the advertising columns of the dailies of New York and Chicago and their suburbs, as well as many weeklies—95 in all.

"Borden's raised the price of milk one cent a quart," said Mr. Clark, the advertising manager, "because it was costing the company more than eight cents to produce it, transport it to New York and leave it at the door of customers. Business necessity of the most urgent kind forced the increase. To be sure, we could have kept the price at eight cents if we had cared to lower the quality.

"We could have made a house to house canvass and explained minutely all about the increase. But that would have been more expensive and less effective than to buy advertising space and therein make our explanations.


"In order to make our position clear, it was found advisable to lay bare our whole system of producing the kind of milk that could be used with confidence. We endeavored to show that a hit-or-miss method could never give the consumers milk they would feel safe in using. Pure milk does not just happen, Topsy-like; perhaps many consumers did not understand this. If they could be made

to see the light, we could consider our advertising campaign to secure the good will of the public won.

"We accordingly spared no pains to show with what safeguards we surrounded the production of the milk, from the stable to the city door. Every argument was brought out to show, as our advertising stated, that 'Borden's Milk is worth nine cents a quart.'


"Now, it is not an easy matter to educate several million people in the ins and outs of a big business like Borden's. The idea had

**COUNTRY-BOTTLED MILK
BORDEN'S**



VIEWERS OF A BOTTLED MILK CAN
From the Borden Country-Bottling Stables to the City in tightly capped,
sterile bottles, packed in crushed ice, and delivered at your home imme-
diately following arrival of each train. IT IS PURE, NEW, FRESH AND CLEAN.
BORDEN'S CONDENSED MILK COMPANY
"Leaders of Quality."

ONE OF SEVENTY-OF
BORDEN'S Country-Bottling Stables



**COUNTRY-BOTTLED MILK
BORDEN'S**

Only one step From the Cow To Your Table, and that is in our
Country-Bottling Plant, where the milk is transferred to our sterile
bottles AMID THE MOST CLEANLY SURROUNDINGS.
We do not allow BORDEN'S MILK to become exposed to dirt
and impurities of city air.
BORDEN'S CONDENSED MILK COMPANY
"Leaders of Quality."

GRAPHIC NEWSPAPER ADS.

gotten abroad in some quarters that Borden's was merely a distributor. Our advertising must disabuse the public of this idea and picture them in their actual rôle of pure-milk producers.

"Without Borden's rigid system of inspection of dairies and strict set of rules, telling just how the stables must be kept and imposing sanitary habits that would insure uncontaminated milk, we could not be sure of the quality and the city consumer would be taking, perhaps, the most vital of the fam-

ily foods on faith. To impress the truth of that remark upon the minds of consumers we illustrated our advertisements often with cuts showing the interiors of our bottling plants outside of New York and Chicago. We made a good deal out of Borden's important practice of bottling the milk in the country, removed from the city's contaminating atmosphere.

"The people are deeply concerned about sanitation. In the past few years they have appreciated that it is worth money to be able to secure uncontaminated foods. This frame of mind began to swing sentiment towards Borden's as consumers began to see the point of our advertising. Indeed, I believe that from the very first they were hungry for information of just the kind we gave them in the advertisements. Almost from the beginning the officers of the company were confronted with evidences of the wisdom of their policy of laying the case before the residents of the two cities.

"Selling results were hard to trace, but it was noticed that where, at the height of the popular feeling against Borden's for raising the price, a few customers dropped out to patronize eight cent milkmen, many more began to use our milk.

"The advertising has been kept steadily in the papers for over three months. Its efficacy in retaining full confidence in Borden's milk has been due, we believe, to our having been absolutely frank and to having infused into our copy an impression, as well as an explicit statement, that we have absolutely nothing to conceal."

THE CONDENSED MILK ADVERTISING.

The turning of Borden's to advertising was not a new venture with them. For over half a century the company has been a consistent advocate of trade-marked advertising. Important as Borden's campaign in the Chicago and New York papers is as an example of a new "trust" method of smoothing out a ruffled public, it is only an incident in the great world-wide sweep of its publicity.

The chief business of the Borden's is, as the official name of the company indicates, that of being dealers in condensed milk. It was condensed milk that first engaged Gail Borden's attention in 1857, and it is condensed milk which the Borden's of 1910 advertise in hundreds of periodicals and in a dozen languages.

With the adoption of the eagle as a trade-mark for its brand of condensed milk the opportunity presented itself for persistent advertising, which was taken advantage of at once; the volume of publicity grew as the organization waxed strong. With impartiality every medium was called into use:



HOW A BORDEN AD LOOKS IN JAPAN—
THIS WAS DRAWN BY A JAPANESE ARTIST.

newspapers, magazines, billboards, street-cars and trade-journals. As Borden's sell to the retailer through the wholesaler, they have never made an attempt to calculate exactly the returns. They have satisfied themselves with selecting a medium which seemed to them good, and letting returns make themselves evident through increased aggregate business. Borden copy has been especially conspicuous in the journals of all those trades which used condensed milk—grocery journals, confectionery journals, bakery journals and the like.

Copy is, of course, written for the special medium in which the

advertisement is to appear. But linking all varieties is the ever-present eagle. And thereby hangs a tale.

Gail Borden himself devoted a great deal of attention to building up trade for his condensed milk in the Orient. In the course of years Borden's condensed milk was going to the number of millions of cans to the yellow part of the human race. The story goes that after Gail Borden died a member of the younger generation who found himself having considerable say about things took a dislike to the looks of the spreading eagle pictured on the cans. He agitated the matter until, as an experiment, the old eagle was banished, and a newer and more artistic design was produced.

The new cans were shipped to the Orient, only to be greeted with unrecognized stares by former users there. This can with a new picture on it had no meaning. To the Chinaman the eagle had stood for condensed milk that he liked. He took no fancy to the new trade-mark; he didn't know it labelled a can identical with the old. Trade fell off to serious degree. The home office of Borden's was not long in finding out the trouble, and the old eagle was put back into its place on the trade-mark. The sales then jumped up to their old mark.

In Japan and China, as well as in the Western countries, the Borden's Condensed Milk Company rely upon advertising in the newspapers read by the better class of natives. This advertising is not placed from the home office. The management is too canny to do that. Appropriations are made in New York and spent by special agents in the different cities of Japan and China. In Japan especially the market for condensed milk is good. Dairying has never been followed with much success by the Japanese. They consequently use the condensed brands of milk readily. Reproduced herewith is an advertisement that appeared in a Japanese newspaper some time ago. We undertake to say that its wording and layout is exempt from American criticism.

A New Haven, Ct., local daily as a Result-bringer!

Quite frequently, some One paper in a city is known to be THE paper that brings results.

In NEW HAVEN, it's the REGISTER!

On a number of occasions more than ONE HUNDRED REPLIES have been received from one insertion of a small classified ad.

On a few occasions more than Two Hundred replies have been received.

This Well-Known Result-bringing Quality

is what enables the "Register" to carry (A) from Twenty to Forty columns MORE advertising each day than any other New Haven paper; and (B) Four times as many Classified ads; and (C) BY FAR the largest amount of Foreign advertising.

New Haven Register

**"As prosperous as the
Pacific Northwest."**

—New Proverb.

You advertisers who are not personally familiar with conditions in the Pacific Northwest can have but a hazy idea of the way things are humming out here. The people are making more than a living, and retailers throughout the Seattle section are kept busy supplying the demand for goods advertised in this territory. How is *your* Seattle trade? If it is not up to the mark an advertising campaign will fix things all right—and it won't cost much, either.

The Seattle Times

will boom sales and bring reorders. It's read by the bulk of the population—the fastest growing medium in the fastest growing market in the world. A few figures:

In March, 1910, the average circulation of the Seattle Times was:

Daily, - 67,447

Sunday, 84,230

In March, 1910, The Times carried 1,098,580 lines of advertising—a gain over March, 1909, of 136,486 lines.

Let the Times help you sell your goods in the Seattle section.

TIMES PRINTING CO.
Seattle, Wash.

The S. C. BECKWITH

Special Agency
Sole Foreign Representatives
New York Kansas City Chicago

MORE BIG AUTO CONSOLIDATION AND ADVERTISING PLANS.

UNITED STATES MOTOR COMPANY
BUYS SAMPSON PLANT—\$400,000
TO BE SPENT IN ADVERTISING—
L. M. BRADLEY NEW ADVERTISING
MANAGER — INTERVIEW WITH
PRESIDENT BRISCOE.

Things are happening fast in the automobile field. Consolidations are following consolidations, and the prediction that automobiles will be "sold," not "bought," as in the past, seems on its way to be fulfilled by the competition of the new giant corporations being formed.

The recently organized United States Motor Company assumed suddenly larger dimensions last week with the taking over of the Alden - Sampson Manufacturing Company, of Pittsfield, Mass., maker of the Sampson commercial vehicles. Inasmuch as this new \$16,000,000 corporation already controlled the Maxwell-Briscoe and the Columbia cars, it looms large among the business events of the automobile year, ranking in importance with the formation of the Morgan combine and the General Motors Company.

Hazards and surmises have been following one another among advertising men the past week; it has been estimated that from the treasury of the United States Motor Company anywhere from \$300,000 to \$600,000 will soon be flowing into the pockets of those who control the advertising outlets. A well-informed estimate of the first year's advertising, however, placed by the new combine is \$400,000.

The new concern is in a peculiarly favorable position to secure quick results from its advertising the year round. A plant which turns out only pleasure cars must rely in good measure upon those who want them for warm weather purposes. With the Alden Sampson car, the United States Motor Company has a vehicle which is in demand the year round. The market for a commercial car is

not seriously affected by the change of seasons.

A car that has a year round demand works important economies for a thoroughly equipped automobile company. As the dull season approaches for the pleasure cars, the men in the factories, instead of being laid off, may be used in producing the commercial vehicle.

The president of the new corporation is Benjamin Briscoe, who has been president of the Maxwell concern since the beginning. Associated with him are J. D. Maxwell, first vice-president; H. W. Nuckels, second vice-president; Carl Tucker, treasurer; J. W. Wellington, assistant treasurer; F. D. Dorman, secretary, and W. F. Crosby, assistant secretary. Messrs. Maxwell, Wellington and Dorman are occupying the same positions with the new combine as they had with the Maxwell-Briscoe Company. H. W. Nuckels is vice-president and general manager of the Columbia Motor Car Company of Hartford, Conn.

The new company has offices at Tarrytown, N. Y., New Castle, Ind., Auburn, R. I., and Hartford, Conn.

L. M. Bradley is the new director of advertising. Under him will be a corps of assistants, each especially concerned with his own branch of the business.

The organization has been working itself out with unusual rapidity. A. R. Gormully has been made supervisor of the consolidated purchasing departments and will be located in New York.

The growth of the Maxwell-Briscoe car sales has been a remarkable demonstration of the producing power of good advertising. In 1904 the sales were only 10 cars; in 1905, 823 cars were sold; in 1907, 3,785; in 1908, 4,455; in 1909, 9,460; in 1910 (to March 31), 4,677. It is calculated that at the present rate, 18,000 in all will be disposed of before the end of the year.

President Briscoe, in an interview, surveyed the growth of the automobile industry for the past twelve years.

"Comparison of 1910 with 1898 is fairly staggering," he said. "In

What one New England local daily did for an Advertiser!

A Worcester druggist placed a ten-inch triple column ad in the "Evening Gazette" on a Saturday advertising a list of special bargains to go on sale Monday from 9 a.m. to 1 p.m.

This ad appeared exclusively in the "Evening Gazette."

On Monday morning that store was too crowded for comfort!

To use the druggist's own words, "We were unable to handle the crowds successfully!"

Gazette readers

respond to ads.

Gazette circulation

is 90 per cent. in and close to the city proper. Worcester

Gazette ads

bring Worcester people into Worcester stores, to Buy Goods!

Worcester Mass. Gazette

JULIUS MATHEWS, Representative.

ARE YOU DEVELOPING FOREIGN MARKETS FOR YOUR PRODUCT?

BUILD for the future. Fortify your interests against the time when production beyond the needs of the home market, price-cutting competition and many other causes will *compel* you to develop foreign markets. Some 700 concerns are now doing this by advertising in the columns of the

AMERICAN EXPORTER

**"The Strongest Single
Power in Export Trade"**

The following letter is a typical one from one of that number:

"The fact that we have advertised in the AMERICAN EXPORTER continually for the past three years and for the current year have increased our space should be sufficient evidence that we consider this medium the best in the field. The results we have received have always been very satisfactory to us and we consider your foreign service a valuable assistance, which we would not care to get along without."

Advertising in the AMERICAN EXPORTER, in conjunction with our complete and efficient Foreign Trade Service, will aid you in bringing about cordial and mutually profitable relations with the foreign trade.

Send for sample copies and for details of how our regular advertisers are benefiting through our Foreign Trade Service.

AMERICAN EXPORTER
135 William Street, New York City

1898 there were but 239 cars made in this country. This year it is conservatively estimated that 200,000 cars will be made, at an average cost of \$1,200, making a total retail business of \$240,000,000. There are now approximately 250,000 motor cars in daily use in America. About 80 per cent of the 1910 output will be made in the Middle West, and the combined capitalization of manufacturers is around \$200,000,000, while the actual value of plants runs up to extraordinary figures, which fairly takes one's breath away when he considers the remarkable strides made by this wonderful industry. Added to the above capital of motor car makers is another capitalization of over \$310,000,000 of the parts and material makers.

"In a general way it can be stated that there are 125,000 employees in the automobile plants against 1,200 in 1898, while the parts makers give employment to 40,000 more. Not even the giant Standard Oil and Steel Trusts can quote figures which will compare with those of the automobile industry; that is, in so short a period of time.

"It is America's most wonderful business in many respects, and in all the annals of industrial achievements, no figures are so impressive, no growth is so stunning and no product is so popular as that of the motor car industry. The question is often asked if there will ever be a finale—my answer is surely there is none in sight."

John Lee Mahin lectured before the School of Commerce of Northwestern University on the subject of "The Power of Newspaper Advertising." He laid particular stress upon persistency and honesty to everybody as essentials in advertising that are too frequently overlooked.

The announcement has been made that J. S. Oliver, who has been prominent in the advertising field in Atlanta for some years, has been appointed advertising manager for the interests of Charles Reif, which comprise the Chattanooga Brewing Company, the Chattanooga Glass Company, the Purity Extract and Tonic Company, the Cidrola Company and the Sincacool Company. The combined advertising appropriations of these concerns amount to approximately \$200,000 annually.

**POOR RICHARD AND FATHER
KNICKERBOCKER MEET BE-
FORE THE SPHINX.**

At the dinner of the Sphinx Club, April 12th, at the Waldorf, New York, Philadelphia was the leading item in the speech-making menu. The coffee had no sooner been finished than a clatter of dishes at the end of the Astor Gallery introduced the Philadelphia element. The president of the club, with well-assumed annoyance, asked the waiters what they were making all the noise for. A quartet then responded in song to the effect that they were from Philadelphia where they never hurried. As the singers were still chanting in walked Ben Franklin. He was soon joined by Father Knickerbocker. Then followed a conversation between the two, wherein Poor Richard and his maxims was overborne by the other with his forceful advertising philosophy. The skit was written by Justin McCarthy, Jr., advertising manager of Abraham & Straus, New York, whose apology was gracefully accepted.

As this was the last dinner of the year, officers were elected as follows: William R. Hotchkiss, of Wanamaker's, president; George B. Van Cleve, of Lord & Thomas, vice-president; William Loruenser, of A. A. Vantine & Co., secretary, and Robert F. R. Huntsman, of the Brooklyn Standard-Union, treasurer.

The new executive committee is made up of the following men: James O'Flaherty, Samuel Brill, Philip A. Conne, Preston P. Lynn, George Ethridge, Gay Bradt and William C. Freeman.

W. W. Hallock, identified with Kellogg's lists, retired after twelve years' service. James O'Flaherty made an address warmly thanking him for his efficient work and ended by presenting him with a traveling bag, a token from the club.

Joseph H. Appel, of Philadelphia, was the first to speak. Mr. Appel presented the idea that Philadelphia was "slow" and proceeded to point out how many things Philadelphia "got there first" with: botanical gardens, playgrounds, navy yards, the mint, etc., etc. He said there were three families occupying their own home in Philadelphia to one in New York. Philadelphia was also better lighted than either New York or Chicago. The speaker then made the hit of the evening by paraphrasing Poor Richard's maxims to apply to the man who advertises, who doesn't, and to the one who advertises badly. His worked-over sayings were distributed in pamphlet form to the diners.

Mr. Daly, another Poor Richard, of the *Catholic Standard and Times* rose to speak about "Philadelphia from the Publishers' Viewpoint." His address consisted of good-humored flings at New York and of funny stories.

About \$155,000 has been subscribed toward the fund of \$200,000 asked to promote the location of new industries in Birmingham, Ala.

*A New England Local
Daily that gives a satis-
factory account of itself
to every advertiser!*

Portland Evening Express

PORTLAND — Maine's metropolis.
Largest city in Maine.
A wholesale center.
A Fine Harbor.
Foreign and coastwise commerce.

The EXPRESS—Only evening paper.
Largest circulation.
Lowest rate, per thousand.
Largest classified patronage.
Most Local and Most Foreign advertising.

JULIUS MATHEWS, Representative.

NEW BEDFORD, MASSACHUSETTS

"CITY OF CERTAINTY."

Where there is the Blaze of Prosperity there is sure to be the Smoke of Ready Money.

New Bedford has become a boom town—with a combination of western enthusiasm, eastern enterprise and Puritan permanency.

To the careful advertising manager it is "The City of Certainty" and will be listed for the season's business.

The combined circulation of

**THE STANDARD
AND MERCURY**

**COVERS NEW BEDFORD
LIKE A BLANKET**

19,523

daily average for 1909

For further particulars write to

**E. V. ALLEY, ADV. MGR.,
New Bedford, Mass.**

THE FIRST GENERAL ADVERTISING FOR ALARM CLOCKS.

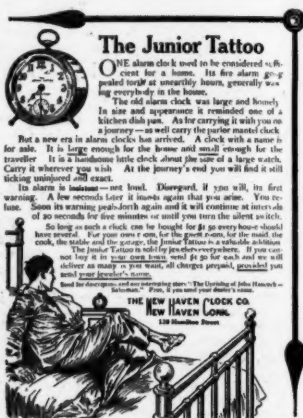
NEW HAVEN CLOCK CO. STARTS MAGAZINE CAMPAIGN—WAR, FOOTBALL AND ADVERTISING—AN INTERESTING WAR PLAN OF ADVERTISING—SCHEMES OF IMITATORS.

The manipulation of the many units of an advertising campaign has been likened to the work of some great general, handling the various regiments and brigades in a battle and standing at some distance, on the top of a hill, from whence the whole conflict can be comprehended at a glance. The simile becomes more striking to advertising men as the size and complexity of their own printers' ink skirmishes increase.

If advertising is anything, it is a campaign of battle. Certainly those advertisers who are succeeding best are prone to look upon it in that serious light. If, then, the similarity of advertising to a battle can be appreciated, its similarity to a football conflict should not be difficult to see.

There is one man in this country, who, perhaps more than any other, is prone to look upon advertising as being like a game of football, being a clash between the consumer who wants to keep his money and the manufacturer who wants him to part with it. America has come to know him as a football expert; there are those who call him the Father of Football; but he is quite as much concerned with making himself an expert at advertising. Sit in the great, soup dish-like amphitheatre when Yale's gridiron heroes clash with those of some other university. Every move of the Blue centers about one man, and he stands on the side lines. He is the man whose advice in a critical situation counts more than every one else's put together. He knows football causes and remedies, just as a doctor knows bodily ailments and their antidotes. His name is Walter Camp. Who has not heard of him?

When Mr. Camp is off the gridiron, which is seldom when the season is on, he is president and treasurer of the New Haven Clock Company, in which capacity it has fallen to him to plan and execute the advertising and sales efforts of the latter concern. In either capacity it is his endeavor to employ largely the same working principles. He watches his sales ailments and opportunities and straightway gives the signal for the application of the right ad-



The Junior Tattoo

ONE alarm clock is used to be considered a constant for a home. Its few alarm go-poked ticks at uncertainty hours, generally being everywhere in the house.

The old alarm clock was large and heavy. In size and appearance it reminded one of a kitchen dish pan. As for carrying it with you on a journey—as well carry the ponderous clock.

But a new era in alarm clocks has arrived. A clock with a name is for sale. It is large enough for the home and small enough for the traveler. It is a handsome little clock about the size of a large watch. Carry it wherever you wish. At the journey's end you will find it still ticking unimpaired and exact.

Its alarm is instant—no loud, disagreeable, if you will, its first warning. A few seconds later it insists again that you arise. You relax. Some its warning peals back again and it will continue at intervals of 30 seconds for five minutes or until you turn the silent switch.

So long as such a clock can be bought for \$4.00 every home should have one. For your own use, for the guest room, for the maid, the cook, the stable and the garage, the Junior Tattoo is a valuable addition.

The Junior Tattoo is sold for less than everywhere. If you cannot buy it in your own town, send \$4.00 for each and we will deliver as many as you want, all charges prepaid, unboxed you send your invoice, name.

Sent for description and new catalogue of ours. The Catalogue of John Hancock & Co., Boston. From it you will find other good things.

THE NEW HAVEN CLOCK CO.
NEW HAVEN, CONN.
128 MADISON STREET

OUT OF BED THE WRONG SIDE IN HIS HASTE.

vertising antidotes. For instance, the current month will witness the first appearance of the New Haven Clock Company into the coterie of national advertisers in the general magazines. As Mr. Camp sees it, the real reason for that change was the perfection of a smaller alarm clock than anything his or any other company has ever offered for sale, certainly an unusual reason.

"Our coming advertising in the general magazines," says Mr. Camp, "will push our new Junior Tattoo Alarm, and that alone. It may seem strange that we have seen fit to advertise this clock, which has a face about the size of a good-sized watch, when we have never advertised nationally our older alarm of the regulation di-

mensions, having about a five-inch face. The reason is because we feel that our new Junior Tattoo will appeal to general magazine readers far more strongly than our older alarm, The Tattoo, ever could. The latter is the kind of a clock for an engineer, for instance, who doesn't mind loud ticking, and who positively must be awakened at a certain time to take out his train. He doesn't care how rudely or stentoriously he is awakened, as long as he is awakened. There are two distinct fields."

The newer Junior Tattoo, which they are to advertise, is designed for use by light sleepers who wish to be awakened by an intermittent alarm ringing persistently but not uproariously. They have engagements which it is very important to keep, but which are not a matter of life or death or of absolute, on-the-second importance. The Junior Tattoo, being small, is most suitable for travelers.

The copy and illustrations of the New Haven Clock Company's forthcoming Junior Tattoo advertisements will be such as are calculated to appeal to a higher class of consumers than alarm clock advertising has ever attempted to reach in this way heretofore. These ads will be run now in the *Saturday Evening Post*, *Good Housekeeping*, *Century* and *Everybody's*. Later, if the experiment proves a success, the list of mediums will be materially increased. The account is being handled through Charles W. Hoyt, New Haven.

In the past the New Haven Clock Company's advertising has consisted largely, if not wholly, of work with the trade. Thus copy has been run regularly in such of the trade papers as *The Keystone* and the *Jewellers' Circular and Review*. In addition, there has been considerable circularizing. The dealers who are in the position to handle alarm clocks, such as jewelers and department stores, have been bombarded with all kinds of printed matter, including store and window cards. Simultaneously with the magazine advertising a new house organ



is regularly circulating over a quarter of a million copies each week. During recent months the figures have nearly always exceeded 270,000 copies.

Now, take a list of the cities of the United States in the order of their population. To the first one hundred cities of this list go less than 4,500 copies of GRIT weekly, and more than half of that number go to cities in Western Pennsylvania like Altoona and Erie, in which localized editions of GRIT are circulated.

This, perhaps, more clearly than any other illustration, defines GRIT'S field.

It goes to the small cities, to the towns and villages, over 12,000 of them. It does not interfere with or duplicate any general newspaper advertising campaign, but it will supplement one powerfully.

What more substantial, more satisfactory, more enduring trade than this solid, and when once secured, enduring small town and village trade?

Maps, charts and detailed statements showing where, how and to whom GRIT'S immense circulation is distributed are yours on a hint to us.

It is worth your while to look into this.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

The Textile Industry

THE American Wool and Cotton Reporter is actively engaged in the preparation of a Directory of 30,000 names of the "Men Who Make The Textile Industry." We already have a very considerable portion of those names in type. Those not yet in type constitute the lists upon which we are working for new subscriptions to the **American Wool and Cotton Reporter** with a possible final list of 30,000 paid subscribers.

How inadequate, then, are the feeble claims of certain alleged textile newspapers that their 3000 to 5000 circulation covers the textile industry, and that an average of one or two persons do all of the buying for each textile mill in the United States.

In a large textile mill there is a purchasing agent who buys the small supplies; there is a wool buyer who purchases all of the wool; the Treasurer buys the cotton; there is a special dye-stuff buyer who purchases the dye stuffs and chemicals; there is a chemist who analyzes the coal and the chemicals, and whose opinion is the basis to some extent of the purchases by the Treasurer and Manufacturing Agent. In the purchase of machinery, new equipment, textile mechanism, etc., the Overseers of the various departments are consulted and visit other mills and machine shops. In the introduction of certain new devices, the Master Mechanic and Mechanical Engineer are also sometimes prime factors; hence, in the class of mill to which we have just alluded, no less than 25 persons are influential in the introduction or purchase of the various forms of equipment or supplies.

But all this is in a prosperous and well-equipped existing mill. When we come to the question of new mill construction and organization, the selling houses, distributors, well-known investors in mill shares, trustees of estates, and others interested in the textile industry, are important factors

Even if the problem of purchasing supplies for textile mills were confined to mechanical devices and equipment, the **American Wool and Cotton Reporter** would cover that ground most thoroughly, because it is the only textile newspaper which has Departments of Textile Power and processes conducted by skilled members of its own staff; but the problem of securing participation in the rich buying power of the great textile industry is as broad as we have indicated.

American Wool and Cotton Reporter

FRANK P. BENNETT & CO., Inc., Publishers

530 Atlantic Avenue

Boston, Mass.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. F. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Treasurer, R. W. LAWRENCE. Secretary, J. I. ROMER. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. WM. S. GRATHWOHL, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, April 20, 1910.

How Much Art and Science in Advertising?

Those who are seriously attempting to forge out practical general principles of advertising, and to that extent reduce it to a "science," are made impatient at the well-meaning ones who are certain that it can all be reduced to an "exact" science.

Psychology especially seems to many to offer the pathway to this exactitude. Prof. Charles S. Ricker, of the Harvard Department of Psychology, has just announced, in rather enthusiastic words, his prediction that advertising will become such a certain proceeding, that one can see in his mind's eye the advertiser of the future simply turning on the proper spigot, like an adept soda fountain clerk, and getting exactly what he wants.

The following extracts from his talk are quite the least naïve of all that he said:

"In a few years psychologists will reduce to an exact science the method of composing advertisements so as to obtain answers. Every 'ad' makes a certain impression upon the mind. The will power is swayed by these impressions, forcing the reader to write an answer.

"Persons will be selected at Harvard

from all walks of life. They will be studied with the use of different kinds of advertisements. The psychology department also will investigate the proper newspapers and magazines in which to place advertisements."

PRINTERS' INK believes that psychology can add and has added most important thought to the very difficult work of influencing the public mind. More such help will undoubtedly come from psychological analysis, whether such analysis is made in college laboratories or in the minds of students of advertising in general. An article published this week shows how practical advertising men are making psychological deductions of value.

But to claim that advertising is purely a science is parallel to claiming that literature, art and music or oratory are pure science—which, of course, they are not. Anything aiming to influence the minds of many people cannot be a pure science—it must remain largely an art. An art always must have *technique*, which is largely science, but the world of art is full of examples of those who have plenty of technique, but none of the vital art.

Advertising has its scientific technique, but there is still a great deal of the quality of art in it, and will likely always be.

The Coming War for Auto Sales From now on will undoubtedly be witnessed as fine a battle as was ever plotted by military genius—the war for auto sales.

Three big war divisions are rapidly being "mobilized" under various titles, financed by millions of capital, and generated by some able captains of industry. As the battle lines are being drawn, and the strong individual companies, as well as the big consolidations, of which there are now three, are lining up for the fray, it becomes apparent that scarcely in the commercial history of the country has there been such a strenuous concentration of skill in making and selling as there is now going on.

In this issue is told of the United States Motor Company's

plans, which include a \$400,000 advertising campaign; while the E. M. F. reorganization, financed by J. Pierpont Morgan, was also recently described.

The General Motors Company, the first consolidation to take place, has just announced that it intends to turn out 60,000 cars, representing \$60,000,000 value, this year. It increased its capital last year from \$12,500,000 to \$60,000,000, and is producing now 150 to 200 cars daily.

The keen edge of the coming battle is predicted by the remarkably able advertising efforts of the past, when selling was fairly easy, and by the heavy emphasis given to advertising in the charts of battle for the next few years, as announced by the most important concerns.

Those who enjoy a battle of giants in selling and like to see a spirited business match of brains and energy, will see one very well worth watching in the near future. Meanwhile, those manufacturers of other lines of goods, who are still merely playing at advertising, will see some things that will be a modern education in selling.

The Bonus Delusion

Some far-seeing advertisers are wondering what the tendency to give a bonus of merchandise to dealers will lead to in introducing new goods or pushing sluggish lines.

For instance, the California Fig Syrup Company is just now offering a half-dozen of its remedy free with every six dozen, and *pro rata* amounts for larger orders.

Then there is Runkel's Chocolate, offering to give a whole box of milk chocolate free with every order of 25 pounds of essence of chocolate. Other concerns offer a case free with every dozen ordered; and it has come to such a pass that dealers scarcely care to look at a new proposition or even push a well known one, unless they are "stimulated" by bonuses—naturally by the *largest* bonus.

The ultimate tendency of such policies is discrimination against

the small dealer by providing a price club to his larger competitors. The breakfast food manufacturers have been learning this lesson with much celerity of late years. It is said that the quantity discount, the bonus and the resulting price cutting have been the pestilence that created so high a mortality rate among breakfast food makers.

Even now the bonus given by jobbers to dealers is one of the most subtle stumbling blocks in the way of price maintenance. The jobber, though apparently "all sewed up tight" by price maintenance contracts with manufacturers—nevertheless "throws in" and "forgets to bill," say, a box of Ivory Soap to the dealer who buys his line of, let us say, breakfast food from him, instead of from the jobber who offers no "bonus." Of course, the dealer promptly and gleefully cuts the breakfast food price.

The real character of the bonus is thus apparent—it is a price cutting arrangement after all; and the inconsistency of the manufacturer who argues for a protected price, and yet offers bonuses, is one of the big difficulties in the way of far-sighted advertisers, jobbers and retailers who are hoping to put their business on a better basis.

Professional Austerity and the Public

The American Pharmaceutical Association and the American Medical Association convene at Washington on May 10. At this time some vitally important questions are coming up, relating to the revision of the United States Pharmacopoeia.

A certain group of austere and provincial minded physicians have been attempting to have this authoritative standard for drugs restricted to the few drugs which they approve—in the face of the fact that other physicians use other drugs, and that as to the various drugs now in use there is the greatest medical difference of opinion and preference.

The more broad minded physicians are now co-operating to de-

feat the limitation of the Pharmacopœia, in the interests of both general public and the varying usages of the medical profession itself. The Pharmacopœia is quite properly regarded as a non-partisan standard of purity for all drugs, whether or not in common use or considered less efficient than others by various doctors.

If the plans of the austere 20 per cent of the medical profession favoring the restricted list of 300 drugs are followed, adulteration for all the rest of the drugs will be given free sway.

This attitude, fortunately not in danger of succeeding, is but another evidence of a lamentable blindness existing in the medical profession as to the general public and its relation to drugs. The narrow portion of the medical profession hopes to keep the public from every and all attempts at self medication, even of the simplest sort, and will not concede that widespread education in hygiene and self-knowledge is resulting in a very heavy demand for medical agents of an elementary sort—a demand which is perfectly rational, and itself an evidence of progress in public health and hygiene.

Yet the ban is constantly kept by these physicians upon proprietary preparations, even though they are of acknowledged medical value, and are used by physicians daily. There are consequently a great many highly valuable drugs not known to the general public, because the manufacturers are prohibited, on pain of official medical ostracism, from trade-marking them with an arbitrary name which will protect their business from substitution in the usual businesslike manner. As a perfectly natural result of the insistent demand, there are many medical preparations on the market which are misleading and fraudulent and harmful. Instead of realizing that the blame is its own, this element in the medical profession sniffs and sneers at all advertising of proprietary preparations, and points to the fraudulent advertising as proof of the harm of proprietary brands! A more il-

logical attitude could scarcely be conceived.

Somebody once startled the bond houses out of the same attitude, by reading them a severe lecture on their public responsibility for neglecting to inform people how to secure good bonds, and accusing *them* of being the basic cause of the widespread fake financial advertising. The same sort of lecturing and accusation is deserved in large measure by "stand-pat" physicians.

Advertisers and Pro- crastination

"I don't think this firm is up-to-date at all," remark consumers with surprising frequency. "I answered their advertisement and requested them to send me their literature five days or a week ago and I haven't heard anything from them yet."

When a reader writes for literature on a proposition which has interested him, he is a bit child-like in his impatience to get his answer. Every day lessens his interest, until he gets what he seeks. He is "warm" on the proposition, and it is deadly not to act swiftly. He easily can become as cool as he was warm by aggravating delay.

When all the advertiser has to do is to figuratively pull in his fish by prompt action, he will, too frequently, hesitate to take on an extra corps of girls to handle an unusual rush of inquiries and thereby lose what has cost so much to secure. It is certainly true that a possible consumer who has been fooled this way once will never go near the "fire" again. The particular concern which disappointed him is black-listed in his estimation for all time. Procrastination is not a desirable element in business anywhere, but least of all when it comes to advertising inquiries.

GREATEST IN THE WORLD.

KELLER MANUFACTURING COMPANY.
PHILADELPHIA, PA., April 1, 1910.
Editor of PRINTERS' INK:

I want to compliment you on the great improvement in PRINTERS' INK since you took hold of it. I consider it by long odds the greatest advertising publication in the world.

ROY B. SIMSON, Adv. Mgr.

Building Up and Maintaining a Publication's Advertising Patronage

Do you try to get in touch with the advertiser *occasionally*?

Or do you keep in touch with him *at all times and seasons*?

It makes all the difference in the world to your advertising columns.

The *occasional* policy is a "hit or miss" proposition. Your occasion may not be the advertiser's occasion. You are likely to happen along either a little too soon or a little too late.

But the *all-the-time* policy is bound to *hit*.

Consistent and persistent advertising in season and out of season is just as valuable to publications as it is to such great houses as the International Silver Company.

It's the *constant* presentation of facts about itself that gets a publication on the lists of advertisers and advertising agencies, and *keeps it there*.

Right now new campaigns are being developed and lists of mediums are being considered.

What chance have you?

It all depends on whether you are taking advantage of the opportunity PRINTERS' INK offers you to keep constantly in touch with the largest advertisers and advertising agencies in the country.

PRINTERS' INK'S space is not expensive, but it does go to the right spot. Try it.

PRINTERS' INK PUBLISHING COMPANY
12 West 31st Street, New York

THE PARVINE NEWSPAPER EXPERIMENTAL CAM- PAIGN.

SOLVING DISTRIBUTION PROBLEMS
WITHOUT THE CONFIDENCE OF THE
DEALER, JOBBER OR CONSUMER—
COPY BUILT ALONG GENERAL
HEALTH LINES INSTEAD OF MOR-
BID TALK—PROMPT RESPONSE ON
THE PART OF WOMEN SHOWS THE
WISDOM OF SUCH A POLICY.

By Warner H. Jenkins, Jr.

Of Philadelphia Office, J. Walter
Thompson Company.

In one of the fall issues of **PRINTERS' INK**, a letter was published from H. W. Knoll, in which the writer deplored the general character of medical advertising which is appearing at the present time, and intimated that the copy itself was largely responsible for the reputation which this class of business bears with publishers. In making this statement, Mr. Knoll courts a great deal of criticism, but there is no question about his having sounded the keynote of a distressing situation.

Medical advertising has sunk into disrepute through abuse. The charlatan and "fakir" have reveled in the opportunities which are afforded by this sort of publicity, and, as a consequence, the entire field has suffered a set back which will be difficult to overcome. Medical advertising has been discredited by conscientious publishers, and will continue to be discredited, just so long as it's character warrants no better consideration. There are many effective remedies on the market, and it is only to be regretted that they must continue to suffer the disadvantages of precedent and association.

It is quite possible for the medical advertiser to correct the existing condition himself, and—at least one of these advertisers—has

set about making capital of a discredited business. This man owns a good tonic for women. His repeat orders are convincing evidence as to the efficacy and quality, and it only remained for him to discover the *method* that would counteract public opinion and lack of confidence.

The Parvine campaign was started in the small country townships. The first steps were altogether experimental, and this advertiser has aimed to collect sufficient evidence to convince him that he is on the right track. So far, the evidence has been entirely satisfactory, and, in the course of a few months, the same general

methods will be applied to city districts in co-operation with newspaper advertising.

The problem of distribution for a woman's remedy is a big one. The retail druggist can only be forced into line through the most insistent demand, and, without the consignment feature, he expresses no interest whatsoever. The jobber, also, must "be shown," and right at the outset the new medical advertiser can rest assured that

trade response is going to depend entirely upon his own efforts. This leaves matters practically up to the consumer—and that consumer has little or no faith in the advertised woman's remedy. Precedent has destroyed all confidence with her. Therefore, it would be hard to figure out a much more complex and puzzling proposition in merchandising.

The Parvine people were convinced that there *was* a way to sell a good article of merit, even in the face of such discouraging circumstances, and they finally decided that it laid with the *copy*. The consumer *must* be convinced. It has later developed that they were right, and in their copy treatment they have shattered

It is the Duty of Every Wife and
Mother to Guard Her
Health.

We are all liable to accident. We are not responsible for the pain and ill health which result from a poorly conducted toilet. We are, however, responsible for general poor health when it is caused by CATHARTIC. The remedy is simple and the cure "safe" and "sure" when taken before the first accident. The CATHARTIC is a safe and a very effective remedy.

Parvine.

Parvine is not a patent medicine. It is a remedy that I have used in my own practice with the most successful results of female ailments. I have never known it to fail. It will cure all cases of constipation and you will never see an accident after a few doses.

DR. J. S. FRAZIER,
2113 Columbia Avenue, Philadelphia, Pa.

ONE OF THE LARGE AR-
GUMENTATIVE ADS.

many approved institutional axioms of medical advertising.

A certain district was set aside for the test campaign. Three strong letters were sent to the druggists apprising them of the sales work about to be inaugurated, and urging them to be prepared to fill orders. There was no consignment feature, and, as a result, the letters were ignored. The same action was taken with the jobbers. Then the Parvine people turned their attention to the consumer, prepared to fight the matter out to the bitter end. It was contended that only results from this source would intelligently direct them in their future, widespread merchandising policy.

Over eleven hundred unsolicited testimonials were owned by the Parvine people, but not one was used in the fore part of the campaign. Their copy was distinctly *un-medical* in appearance, and required 525 lines to apologize for entering a reliable household remedy in the medical advertising field. The general character of such publicity was discussed, a policy clearly outlined, the testimonial feature reviewed, and a congenial introduction secured. Then followed a series of talks upon the general health of women. It was shown that the wife's good health is essential to the environment of the home, and the real cause and effect of petty ailments was explained. This copy was designed to arouse the interest of the husband as well as the wife and mother. No florid claims were made for Parvine, but one whole advertisement was used to describe its properties and their effect upon the entire organic system.

Soon after this came the results. Women were reading the advertisements with interest, and letters began to pour into the Parvine offices. The link of confidence had been established, and it was only then that testimonials were used to demonstrate what Parvine had actually accomplished. As a result, the druggist began to sit up and evince interest in the advertiser who was using so much space to talk health and hygiene; and the

Important Letter to Ad- vertisers and Advertising Agents.

Thousands of new subscribers have been secured for *The American Journal of Clinical Medicine* during the past few months.

We are now engaged in the most strenuous and successful subscription campaign ever conducted by a medical journal.

This large increase in our paid-in-advance list together with the growing prestige and value of

The AMERICAN JOURNAL OF CLINICAL MEDICINE

warrants a substantial increase in our advertising rates at once.

In order to give everyone an opportunity to get in at our present rates we will postpone putting into effect our new rate card until October 1, 1910.

Space may now be reserved for 12 months at our present rates. Don't miss this opportunity of getting into the best paying medium in America to reach physicians.

Come in on the ground floor. Advertising forms close on the 15th of each month.

S. DeWitt Clough

Chicago, Ill.

Adv. Mgr.

jobbers laid in stock to handle inquiries.

This campaign—if it is conclusive—would appear to indicate that the cheap "medicine" talk should be abolished by advertisers of clean medical preparations of real worth, and sensational features toned down. One cannot gain the confidence of the public by statements which are palpably untrue, and one cannot sell medicine unless the consumer has the greatest amount of confidence. The public may buy shoes and cigar cutters, and be willing to assume a reasonable amount of risk, but it will not put medicine into its mouth unless the recommendation inspires confidence.

Charles L. Weirs, of the Larkin Company, will be the principal speaker at the dinner of the Syracuse Advertising Men's Club, April 25th, and will speak on the subject, "The Power of a Business Letter."

The Garden Magazine

led a large list last Fall in producing inquiries for a prominent food advertiser. We will gladly give the name of this advertiser upon application.

Garden Magazine inquiries are Business - Bringing inquiries

Doubleday, Page & Co.
New York

D

ACCURACY

D

Advertising
Managers
Manufacturers
Advertising Agents
Publishers and
Printers

Desiring a Trade Mark,
Cover Design, Illustration,
Magazine or Newspaper
Ad possessing not only
Artistic Harmony but
Technical Accuracy should
secure our service.

(Samples for the asking)

J.J. Sisk Art Service
University Building
WASHINGTON SQ., NEW YORK



The Grand Rapids Advertisers' Club held a banquet on the evening of April 13th. Henry P. Williams, who for nine years was advertising manager for Hart, Schaffner & Marx, during which their business increased from a yearly volume of \$3,000,000 to \$15,000,000, was the principal speaker. Mr. Williams is now head of the advertising agency of Williams & Cunnynham of Chicago. Other speakers were Witt K. Cochrane, of Chicago, and S. C. Dobbs, of Atlanta.

Five prizes will be offered for advertising copy at the convention of the Associated Advertising Clubs of America, to be held in Omaha in July. These prizes will be offered for the following classes of copy: One full-page department store advertisement, one half-page exclusive clothing store advertisement, one-half page exclusively dry-goods advertisement, one page for magazine advertisement for any manufactured article, and a suitable ad of not less than half a page to run in agricultural papers on a mail-order proposition. Copy will be judged by five experts.

Harrisburg, Pa., is out to raise an advertising fund and draw the country's attention to itself. A letter sent out by the Publicity Fund Committee of the Board of Trade reads in part as follows:

"Municipal advertising is a recognized essential in city development and must of necessity receive the same attention and be done on the same business principles as that of the merchant or manufacturer. Everlastingly telling a live story about a live city is the problem that confronts the progressive citizen of every municipality."

Commissioner of Agriculture Koiner of Virginia, in his report to the Governor made recently, speaks with enthusiasm of the worth of the appropriation made by Virginia to advertise its lands and induce settlers to come there. The money has been largely used in advertising Virginia in Western newspapers. When inquiries are received the hand book of the State Department of Agriculture has been sent out, together with such information as is requested. Commissioner Koiner reports that the 10,000,000 acres of idle land could be made productive in Virginia, and he is out to accomplish that end.

The results of the advertising of the Crystal Gelatine Company in the South have proved to be satisfactory and its advertising expenditure will probably be largely increased shortly. The Franklin P. Shumway Company, Boston, places this business. The same agency is sending to the drygoods trade papers double and quadruple page spreads from the Pacific Mills, advertising their "Organdies." Advertising for "Serpentine Crepe," made by the same company, has been temporarily stopped, as daily orders are often nearly double possible output.

HINDS ADOPTS REBATE PLAN.

A. S. Hinds, of Hinds' Honey and Almond Cream, is earnestly engaged in perfecting relations with the trade, on a price-protection basis. He says:

"We still have the same one-price-for-all basis for both retailers and jobbers, and the new 5 per cent rebate for small quantities will be an additional expense to us, but we are doing it for the purpose of interesting the great majority of retail druggists who cannot buy the larger quantities."

Mr. Hinds, in a recent letter to the trade telling of the new rebate plan, states that no discrimination is made in other ways, the retailer's interests always being given first consideration. Minimum fixed prices or higher ones where they prevail are being maintained and the campaign has every indication of success.

"POOR RICHARD'S APPLEJACK."

Among the sayings of Poor Richard revamped for the consumption and the amusement of the Sphinx Club at its last dinner on April 12th, by Joseph H. Appel of Philadelphia, were the following specimens:

For the advertiser:

The good advertiser is lord of another man's purse.

Advertising should be short, like a winter's day.

Lest your much-bored readers hasten away.

Don't judge a man's worth or piety by his Sunday advertising.

To-day's advertising is yesterday's pupil.

If thou hast wit and learning in advertising, add to them wisdom and modesty.

Advertising is the mother of good luck.

If you know how to spend less than you get in advertising, you have the true philosopher's stone.

The worst wheel of the advertising cart makes the most noise.

Tricks and treachery are the practice of advertising fools who have not the wit to be honest.

There never was a good advertisement made of bad merchandise.

Being ignorant of the possibilities of advertising is not so much a shame as being unwilling to learn.

Little strokes of advertising build great oaks.

He that would catch fish must venture his advertising bait.

Early to wed; early to advertise; makes a man healthy and wealthy ere he dies.

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

The Garden Magazine

for three years has stood first on the list in bringing direct orders for one of the most prominent house furnishing advertisers in this country. We will gladly give the name upon application.

Doubleday, Page & Co.
New York

IF you have any article that is useful or necessary to Actors, Actresses or performers, and you **WANT TO SELL IT**

advertise in the oldest and best Theatrical Paper in America, The

NEW YORK CLIPPER

It wont cost much to **TRY IT ONCE**

After that you will always use it.

FRANK QUEEN PUB. CO., Ltd.,
A. J. BORIE, Mgr. NEW YORK

To reach the CATHOLIC GERMANS of St. Louis, Cincinnati and the entire Ohio and Mississippi Valley use either or both editions of the

Herold des Glaubens

Circulation nearly 40,000 copies per issue

Established 1850

Main Office: TEMPLE BLDG.,
St. Louis, Mo.

HOW WATERMAN HAS SEIZED THE CENSUS OPPORTUNITY.

FOREIGN LANGUAGE NEWSPAPERS
PRESSED INTO SERVICE TO REACH
FOREIGN CENSUS TAKERS—FIFTY
PAPERS IN NINE LANGUAGES USED
IMPRESSING DEALERS WITH FOR-
EIGN ADVERTISING.

The L. E. Waterman Company has its eye upon the fact that the United States Government is using the services of some 75,000 census enumerators this month, and that the latter will be required to make very minute annotations *in ink*, which, in these latter days, means that they must provide themselves with good fountain pens.

A careful perusal of the lists of enumerators' names which are to be had at Washington disclosed the fact that the government had wisely held to the principle of hiring enumerators to gather statistics among the foreign-born populations who are of the same nationalities as those populations. The Waterman Company was determined that census enumerators would not be going about this year, as in past times, with bottles of ink strapped about their waists, or more or less securely fixed in their vest pockets if it could help it. It believed its specially-made census pens, with their fine points, would appeal to these thousands of foreign language newspapers came they could be properly reached. This could not be best accomplished, it was concluded, through the regular English newspapers or magazines. The suggestion of the foreign language newspapers came like an inspiration, and was almost immediately acted upon.

F. P. Seymour, the Waterman advertising manager, put not a little thought into this advertising. "I am perfectly aware that many of these foreign-born enumerators may read English newspapers," he says, "but what I contend is that

we can drive our story home with them much harder if we reach them through the medium of the newspaper which contains the loved language of their Fatherland. Suppose you or I go to Germany. We want to keep in touch with the news of the day. After a residence of some months there, we find we can read the German newspapers with some degree of fluency. But the very first chance we get to read a newspaper from London or New York, in the old, familiar English, we will devour it, ads and all, I'll wager. It is much the same way with the foreign-born population in the United States. Even the second and third



CENSUS PEN ADS IN NINE LANGUAGES.

generations, which have come to know English well, read the foreign language newspapers."

Out of a list of some 350 excellent foreign language newspapers, submitted to him by the American Association of Foreign Newspapers, Mr. Seymour picked fifty which he believed were best for his uses. These were chosen because they covered territory peculiar for two things—being the center of large foreign-born populations and being adequately covered by established Waterman agents. Care was taken not to waste circulation where there was not already good distribution. The sections covered in this way were, in general, the mining sections of New York, Pennsylvania, Ohio, Michigan and Illinois. The estimated population reached by these fifty newspapers was esti-

mated at between three and four millions.

Copy was prepared in nine languages: Greek, Italian, Polish, Hungarian, Bohemian, Norwegian and Danish, Jewish, Croatian and Slovak. Insertions began with the last of March and continued right up to the day when the census began, April 15th.

The results of this campaign exceeded expectations.

The Waterman Company has published a neat little booklet to impress dealers, bearing on its front page this title: "*The Finding of the Unreached Millions*," and containing a terse résumé of this foreign-language advertising, together with an estimate of the number of persons it ought to reach, and of the good it ought to accomplish in the way of sales.

It is reported at Memphis that the campaign to raise a \$50,000 fund to advertise the Bluff City has proven successful and shortly Memphis will be advertising itself throughout the country.

The Ad Club of Rochester will give a theatrical programme on the evening of April 30th for the benefit of a tuberculosis campaign.

The Salt Lake Ad Club has moved into new quarters. The members of the Club have members' handges which read: "Advertise—Do It Better."

On the evening of April 30th the advertising men of Chicago will have a dinner as a welcome home to Thomas Balmer, who is at present advertising director of the Street Railways Advertising Company. Mr. Balmer has just returned from a European tour.

A series of color page ads are being planned for Wrigley's Spearmint Gum in the magazines and weeklies. The first of these will appear April 14th in the *Youth's Companion*. The color page is a solid strong dark green background with a large size reproduction of the package in red lettering. Just six words of copy—"fine for digestion—fine for teeth"—will be used.

The Chicago *Record-Herald* is one of the growing class of newspapers of the country that takes a firm and determined stand against the printing of highly speculative and get-rich-quick advertising. It exercises a strict censorship on all the copy appearing in its columns and refuses regularly a large volume of questionable advertising that appears in many other so-called high-grade papers. Yet it announces an increase of 40,000 lines over March, 1909, as regards display advertising and of 49,260 lines as regards classified advertising.



"A Magazine of Practical Business"

Put it on the list for any advertising aimed at the best and most progressive of American business men.

Ask for a copy of the April number.

Published by

The Ronald Press Co.
229 Broadway, New York

The Garden Magazine

"Every Garden Means a Home"

A home circulation of which 25% is three years paid in advance.

Doubleday, Page & Co.
New York

Ad-Layout Paper

Makes perfect layouts for printer—publisher—prospect, easy New idea—practical—instructive. Automatically furnishes instructions to printer. Saves alteration bills—time—money—improves display. Schedule of words by lines and picas. Beats square inch plan. Copy can be figured exactly. Write postal today for particulars.

H. H. Stalker, 202 Majestic, Toledo, Ohio

MR. MANUFACTURER

CUTTING the cost of production to boost profits is a problem that is balking the shrewdest in the business!

Even the successful solution does not necessarily assure you a permanent lead in your field, nor permanently increased profits.

There is, however, a point in your organization **WHERE YOU CAN INCREASE PROFITS AND SECURE AN ADVANTAGE OVER COMPETITION THAT YOU CAN RETAIN!**

May I, in a letter, give you the full details of what I have accomplished along these lines, and refer you to men who know what I can do? I am holding a good position now but am always open to the call of opportunity.

Address
"RESPONSIBLE"
PRINTERS' INK

**The
Garden Magazine**

produced over 2,000 inquiries for a large manufacturer of building material from a single advertisement over two years ago. This advertiser has not missed a single issue since. We will gladly give his name upon application.

Garden Magazine Inquiries are
Business - Bringing Inquiries

Doubleday, Page & Co.
New York

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **143,054**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

**ECONOMY IN MAILING AD
VERTISING MATTER.**

PRACTICAL SUGGESTIONS TO ELIMINATE THE WASTEFULNESS OF NON-DELIVERED ADVERTISING MATTER—HOW TO INSURE CO-OPERATION OF POSTMASTERS—NEED OF PROMPT ATTENTION.

By W. H. Upson, Jr.

Some wizard with an inclination towards statistics has estimated that more than fifty million dollars is spent every year in advertising matter sent through the mails.

It is needless to say that the advertisers who spend this immense amount of money for publicity are desirous of making the greatest possible number of sales or at least reaching the largest possible number of prospective customers.

Every piece of printed matter, therefore, whether it be a catalogue, a booklet, or a post-card, that fails of delivery represents just so much money lost unless it is returned to the sender or delivered to another address.

There are thousands of dollars thus lost. One observant postmaster who is interested in advertising has stated that it was his opinion at least one per cent, possibly two, of third-class mail failed to reach the addressee. If this percentage is correct, advertisers are losing several hundred thousand dollars every year.

The reasons for the non-delivery of this mail may be summarized as follows: *Errors in addressing, removal of addressees, insufficient addresses.*

As third-class matter cannot be forwarded without a new prepayment of postage, it remains for the postmaster to properly dispose of accumulated mail of this class. And in the 61,000 post-offices in the country, there is a vast quantity of such mail accumulating every day in the year.

It is somewhat surprising, therefore, to note that many advertisers make little or no attempt to eliminate losses in this direction. Catalogues which cost twenty-five cents to print, beautiful booklets—all kinds of advertising

matter go the same road as the inexpensive advertising card, especially if the advertiser is not in the habit of giving prompt attention to notifications of non-delivery.

Section 485 of the postal laws reads as follows: "Second, third and fourth-class matter shall not be returned to sender until the postage has been fully prepaid on same; provided, that in all cases where undeliverable matter of these classes is of obvious value, the sender, if known, shall be notified of the fact of non-delivery and be given the opportunity of prepaying the return postage."

The term "obvious value" is capable of wide construction. Many postmasters are inclined to think that all advertising matter is without value since it represents no given price, and as they are allowed by this section of the law to exercise their own discretion in notifying senders, unless specifically requested to do so on the wrapper or envelope, they usually destroy ordinary third-class matter.

The value, however, to most advertisers is not so much in the cost of the literature as it is in keeping their mailing lists correct in order to prevent future losses to the same addresses. As an example, one post-office received over a thousand patent medicine pamphlets, over half of which must have been addressed by error. As a matter of courtesy, the postmaster notified the advertiser that about five hundred of these booklets could not be delivered, and, if desired, the matter would be held until postage could be furnished for their return. The advertiser answered the letter and said the matter would be investigated and postage sent to cover, but, somewhere between the business office and the advertising department, there must have been a delay, for in less than a month follow-up circulars to the same list were received and before another month had passed still another follow-up came. As no attention had evidently been paid to the personal letter sent by the postmaster notifying the advertiser of the non-delivery of the

A DVERTISING which only sells goods isn't good enough.

It should make the public feel acquainted with you—have confidence in you.

That's the kind of good will you may need some day.

*H. E. Lesan Advertising Agency
527 Fifth Avenue, New York
Telephone 3023 Murray Hill*

WE WANT A-1 SOLICITORS CAPABLE OF EARNING \$5,000.00 A YEAR, OR OVER

In all the large cities there is a distinct opportunity for men to earn large incomes by securing advertising for regular and special editions of our publications. These special editions are published frequently, and furnish *continuous* employment to representatives. The **BENEDICTINE PRESS** is the foremost Catholic publishing house in America, and its three periodicals, being published by the Benedictine Fathers, are recognized as official everywhere. If you have had *successful experience* as a solicitor and can furnish a bond, write us.

BENEDICTINE PRESS
Portland, Oregon

first list, the pieces in the two follow-ups were destroyed. The advertiser thus lost three cents in postage on each name in addition to the cost of the printed matter.

Careful advertisers have several ways of curtailing the percentage of loss. First, if they have many names on their mailing list for any one town or city, they can submit the list to the postmaster for revision. The law prohibits postmasters from furnishing new names or making any additions but allows them to eliminate the names of persons deceased or to whom mail cannot be delivered for any reason.

Second, the advertiser can state on the wrapper or cover of the mail matter that if it cannot be delivered, postage will be furnished upon notice to that effect for its return. This is the usual method for checking the mailing list and probably the easiest in the case of catalogues, booklets or cards mailed in small numbers. But the postmaster can hardly be expected to send separate notices of fifty or a hundred or five hundred undelivered pieces. The law governing the return and disposal of unclaimed matter says that "If matter of the second, third and fourth class of obvious value is undeliverable, the postmaster must notify the sender of the fact by card notice and give him an opportunity to furnish return postage, or in case of third and fourth-class matter to withdraw the matter, if he so prefers, from the mails (either himself or through some person authorized by him) at the office where it is held upon payment of one cent for each card notice sent him. . . . (b)

No more notices of non-delivery of third or fourth-class matter than are actually necessary should be sent. When there are several pieces of undeliverable third or fourth-class matter from the same sender, one notice may be used to cover as many pieces as are practicable and the form should be suitably altered with the pen to show that it is for a bulk number of pieces, the names and addresses which are not to be given unless demanded: but when demanded, a

separate notice must be furnished for each piece and postage therefor be collected as provided above. When the sender himself, or through some person authorized by him, upon receipt of a bulk notice, elects to withdraw such matter at the office of address, all pieces covered by such notice must be withdrawn at the same time."

This clause, however, refers to matter possessing "obvious value" so that advertising matter is hardly included. Sears, Roebuck & Co., as well as practically all the other large mail-order houses, encourage the postmaster to inform them of undelivered mail and promptly furnish new postage. A typical letter from one of the largest mail-order houses runs thus:

DEAR SIR:

In reply to your enclosed notice, you will find herewith the stamps required for prepayment of postage on the matter to be returned to us.

We realize that incorrectly addressed matter is a source of trouble to you. We are therefore anxious to have you ALWAYS advise us of any of our matter addressed to persons unknown or to those who have died or moved away, or that is incorrectly addressed.

You can be sure that when you send notices of such to the " " your courtesy will be appreciated and that we will ALWAYS send postage for return, thus enabling us to correct our mailing list.

Recently we have received mail matter from other offices with the stamps pasted over the names and addresses or with the names marked so that it was impossible for us to decipher them, which prevents us from making the necessary corrections in our lists.

If you will kindly instruct your clerks to return matter to us in such shape that we will be able to read the addresses without difficulty, and have them use P. O. Dept. Form No. 3540 when notifying us of undeliverable matter, we will be very much obliged to you.

Yours very truly,

Third, the address may be so worded that if the addressee does not live at the street address named, the mail may be delivered to the present occupant. This method is only practicable in the case of patent medicine or other general advertising. In this case, the address would read something like this, "Mrs. John Smith OR 124 Lake Avenue, Chicago, Ill." In accordance with the address, if Mrs. Smith did not live at the number indicated, the mail must be left at the address anyway.

A Man Who Is Strong on Advertising Plans and Merchandising Ideas

Hundreds of firms need such a man. How about yours?

Has had ten years' experience in newspaper advertisement, department store advertising and general agency work.

Is especially familiar with textiles, food products and automobiles.

His greatest strength is in planning campaigns and evolving merchandising schemes.

Has a sound knowledge of the export proposition and of European advertising and trade methods.

Is recognized as a first-class copy writer.

Possesses executive ability and is accustomed to handling men.

It won't cost you anything to make an appointment with him and talk it over. Address "J. K. B.," care PRINTERS' INK.

A Big Opening For A Big Man—

One of the fastest growing advertising agencies in the country desires to connect with a big man who has practical agency experience—particularly in the direction of getting business.

It will be necessary for such a man to have several thousand dollars to invest—more for the purpose of insuring absolutely faithful co-operation than anything else.

The concern referred to is now on a profit-making basis—and its policy is one of the cleanest that can be imagined. The location is one of the best—the city one of the most strategic distributing points in the union.

Address, JOHN C. MOORE
Care of Printers' Ink, 12 W. 31st St.
New York City



IN every essential to quality—texture, finish, weight, toughness, snap and crackle, color and tone, general effectiveness—STRATHMORE PARCHMENT has a notch or two on every other bond paper made. The Text Book shows all three finishes, Parchment, Linen and Telanian. Write us for it.

MITTINEAGUE PAPER COMPANY
The "Strathmore Quality" Mills
MITTINEAGUE, MASS., U. S. A.

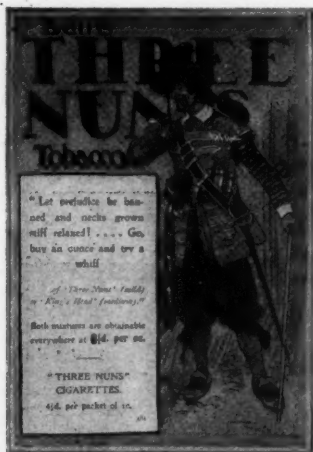
COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By GEORGE ETHRIDGE

The relation between nuns and tobacco is not very clear, and on the surface the selection of the name Three Nuns for tobacco or cigarettes is questionable policy, to say the least. But, aside from the ethics of the situation, and looking at illustration No. 1 purely from the standpoint of Commercial Art, what does it amount to? Where is the appeal to smokers? In what way is it sup-

If you want some interesting mental exercise study the illustration of Novo Superior Steel shown here. Fix your eye steadily on the Aurora Borealis or whatever it may be, and then try to establish the connection between this illustration and the desirability of Novo Superior Steel. This particular brand of steel has undoubtedly got merit, or it would not be advertised. Why not establish its



No. 1

posed to fasten either the name or the quality of the tobacco in the smoker's mind. Why not enhance the value of the name by fastening it firmly in the minds of smokers by some such illustration as No. 2. A trade name for an article when closely linked with an illustration that fixes the name in the mind can be made a very valuable property if persistently presented. The renowned bull in connection with tobacco is a case in point.



No. 2

particular features of merit by illustrations that will carry a definite impression. There would be an excellent chance to do this through a series of practical pictures showing the uses for which the steel is best adapted, and such treatment of the subject would appeal to mechanics and those knowing something about different kinds of steel.

* * *

The vacuum cleaning machine for home use is a comparatively

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 26 Beaver St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertising
of all kinds placed in every part of the world.

ADVERTISING

**Written — Set — Illustrated
Placed and Made to Pay You.
Parker - Barrett Adv. Agency
324 Dearborn Street, Chicago**

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C.,
leading textile publication South. Circulation
increased 80% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for
20 years the coal trades' leading
journal. Write for rates.

THE producer of results in the Middle West,
where farmers have big money, is *Farm Life*
of Chicago. Address DEPARTMENT P. I. for
sample copy and rates.

THE circulation of the *New York World*,
morning edition, exceeds that of any other
morning newspaper in America by more than
150,000 copies per day.

DO you want to do business with colored
people of the South who spend money for
advertised goods? Send for rates. **COLORED
ALABAMIAN,** Montgomery, Ala., or 1914
Annin Street, Philadelphia.

BILLPOSTING

FRED PEEL, official representative, **THE
ASSOCIATED BILLPOSTERS OF UNITED
STATES AND CANADA,** Times Building, New
York City. Send for estimates.

BUSINESS OPPORTUNITIES

IT will only cost you three minutes' time, a
stamp, sheet of paper and envelope to write to
me for a lot of samples of such vital advertising
things as I make. Those samples might make
you wonder IF. They very often do just that,
to the ultimate profit of both of us. **FRANCIS
I. MAULE,** 401 Sanson Street, Philadelphia.

An Open Letter to Department Store Ad. Managers:

I want to connect up with a live, red-blooded
Advertising Manager who is desirous of bringing
his publicity up to the highest point of efficiency;
one who has introspection and confidence
enough in what the future may hold to augment
his newspaper plan by an aggressive, persistent
campaign of well-written, well-printed circularizing
literature such as Announcements,
Folders, Mailing Cards, Bundle Slips, Etc.,
covering specifically and effectively the many
different departments under his supervision.

I earnestly believe that this co-operative
Advertising-Printing service of mine will get the
eye and interest of the right man, and to him its
use will prove a vital factor in determining
results and outpacing competitors in the
strenuous bid for the patronage (and dollars) of
the buying public.

SAMUEL BOONE, Jr.

Advertising -
Printing.

Baltimore, Md.

ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette
St., New York, makers of half-tone
color, line plates. Prompt and careful service.
Illustrating. **TELEPHONE: 1604 SPRING.**

FOR SALE

FOR SALE—A dandy newspaper in a small
New England city, ten miles from Boston.
The daily has a plant valued at \$5,500 and has a
circulation of 900 copies. The city and tributary
towns have a population of 40,000 people. A man
with newspaper experience and a little capital
will get the co-operation of owner. Address,
"D. S. L.," N. E. Office, Printers' Ink, Boston,
Mass.

HELP WANTED

WANTED—Writer of popular advertising
publications on electrical lighting. En-
close samples of work and state age, experience
in detail, references and salary. "ELECTRI-
CAL," care Printers' Ink.

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COPYMAN, a versatile, forceful, concrete writer who can adapt himself to practical business requirements. C. E. SHERIN CO., ADVERTISING AGENTS, 462 Fifth Avenue, New York.

PRINTERS WANTED—We have good positions open for competent ad. and job compositors, linotype operators, make-up men, cylinder and job pressmen. Free registration and special rates offered. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

WANTED—A well educated and healthy, temperate young man, thoroughly understanding composing room work. Must be rapid, accurate and skillful worker, capable of setting up advertising in original manner, imposing and pleasing up forms. Good future for right man. State salary expected, age and references. Address **PLUMBERS' TRADE JOURNAL PUBLISHING CO.**, 46 West 34th Street, New York City.

ADVERTISING AND SALES-MANAGER WANTED—Manufacturer of unequalled toilet article, patented, trade marked and of proved merit about to start advertising and general sales distribution among dealers, wants capable energetic man who has actually had successful experience along above lines. Must be able to write copy, booklets, circulars and such other matter as may be required and fully capable of devising and executing initial sales plans to successful conclusion. Business is susceptible of enormous and rapid growth and needs high class, top notcher to meet requirements. To persistent, forceful worker, willing to concentrate his efforts to win, we can offer exceptional opportunity. State expectations, experience, where obtained and other particulars. Address, "SAN," care Printers' Ink.

EXPERIENCED

CIRCULATION MANAGER

Wanted for prosperous booming Weekly of big circulation. Great opportunity for right man. Communications will be regarded strictly confidential. Address "O. K.," care **PRINTERS' INK**.

MISCELLANEOUS

ASK US ANYTHING YOU WANT TO KNOW. Millions of old, rare and up-to-date articles, clippings and pictures, extending back fifty years—added to daily—all topics from all sources—classified for quick reference. Consult here or loaned to responsible inquirers. **SEARCHLIGHT INFORMATION LIBRARY**, 341-7 5th Avenue, (Opp. Waldorf) New York.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. B. LACEY**, Washington, D. C. Established 1869.

POSITIONS WANTED

HAVE had 5 years general agency experience, particularly strong on Rates and Media—will be at liberty soon. Record open for investigation. Address "K. M.," care Printers' Ink.

FORMER NAVAL OFFICER with talent for organizing departments and handling men, coupled with thoroughgoing business experience, is open to offer from reputable house. "A. M. D.," care Printers' Ink.

ADVERTISING AND PUBLICITY MANAGER—A first-class copy writer on technical propositions with experience as sales promoter, and successful record in preparing articles for the magazines—a strong, snappy, virile writer of national reputation—will change present position for one with a real future. "P. M.," care Printers' Ink.

Circulation Manager

ten years' experience, has effective methods of increasing circulation through news-trade, circular efforts, canvassers, premiums and clubbing. Has also advertising experience. Would like to handle growing periodical with progressive policy. Address **BOX 27**, care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS**, 410 Lafayette St., N. Y.

MODERN LANGUAGES
Translations, compositions & plates
THE HEINTZEMANN PRESS
185 FRANKLIN STREET BOSTON MASS

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 08, 6,661. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,088.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for Jan., 1910, sworn, 13,272. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,726; average for 1909, 7,739.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,739.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,100 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 18,847. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average for 1909, 6,736. No other paper sells one quarter as many.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Sworn statement furnished.

Waterbury, Republican. Average for 1909, Daily, 6,661; Sunday, 7,031.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,387 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1909, 36,966 (© ©).

FLORIDA

Jacksonville, Metropolis. 14,414 copies each issue. E. Katz, Special Agent. N. Y.

Jacksonville, Times-Union. Average 12 mo. ending Dec., 1909, daily and Sunday, 17,403. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, Broad's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.

Chicago, Dental Review, monthly. Actual average for 1908, 4,097; for 1909, 4,323.



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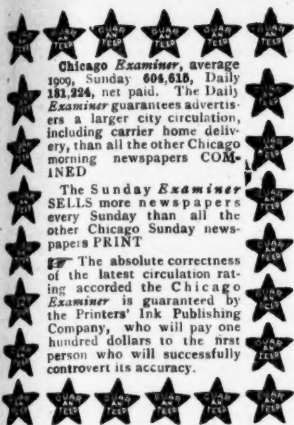
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Chicago Examiner, average 1909, Sunday 604,616, Daily 181,324, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria, Evening Star. Circulation for 1909, 10,874.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 8,122.

INDIANA

Evansville, Journal-News. Average, 1909, 11,943. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly John A. Murray, Rep., 154 Nassau St., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average Dec. 1909, 10,843. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily av. Mar., '10, 16,713. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1909, 12,468; Sunday, 14,602.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, 4,870; 1908, 4,830. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, Herald. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,897. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, The Times, evening daily, average for 1909 net paid 48,488.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average, 1,294,428.

Augusta, Kennebec Journal, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Phillips, Maine Woods and Maine Sportsman, weekly. J. W. Brackett Co. Aver. for 1908, 7,977.

Portland, Evening Express. Average for 1909, daily 15,319. Sunday Telegram, 10,568.

MARYLAND

Baltimore, American. Daily average for 1909 76,976; Sunday, 98,435. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 83,416. For Mar., 1910, 88,896.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (C.O.). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)
1909, 130,278; Gain, 3,881

Sunday
1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines
Gain, 1909, 466,879 lines

2,504,350 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,653.

Lawrence, Telegram, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,522; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST March

AVERAGE MAR., 1910
The Sunday Post
263,344
Gain of 20,757 Copies
Per Sunday over Mar., 1909

The Daily Post
298,639
Gain of 42,839 Copies
Per Day over Mar., 1909

Balem, *Evening News*. Actual daily average for 1909, 18,074.

Worcester, *Gazette*, evening. Average year, 1909, 16,778; Largest evening circulation.

Worcester, *L'Opinion Publique*, daily (☉☉). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, *Patriot*, Aver. Mar., 1910, daily 10,987, Sunday 11,908. Greatest circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper. aver. for 1909, 14,278. Exam. by A.A.A.

Saginaw, *Evening News*, daily. Average for 1909, 21,326; Jan., 1910, 21,682.

MINNESOTA

Duluth, *Evening Herald*. Daily average 23,093. Largest by thousands.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,260.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 25,587.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 84,455 A. A. A.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 78,121.



by Printers' Ink Publishing Company



Minneapolis, *Journal*, Daily and Sunday (☉☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,356. Daily average circulation for Mar., 1910, evening only, 76,778. Average Sunday circulation for Mar., 1910, 81,492. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening, Daily circulation for 1909, 1,109; January, 1910, 1,333.

MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.

St. Joseph, *New Press*. Circulation, 1909, 38,832. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (☉☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, *Deutsch-Amerikaner Farmer* weekly. 142,208 for year ending Dec. 31, 1909.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 143,054.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,686.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Yearly average, 1907, 20,270; 1908, 21,336; 1909, 19,062.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,920. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 82,968.

Buffalo, *Courier*, morn. Average, Sunday, 86,737, daily, 46,284; *Enquirer*, evening, 36,096.

Buffalo, *Evening News*. Daily average for 1907, 84,843; 1908, 84,633; 1909, 84,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 6,636.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A. A. A.



NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, year ending Dec. 25, 1909, **10,684**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,666**.

Cliffier, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, **25,903** (©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over **225,000** guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, **4,841**; August, 1909 issue, **20,000**.

The World. Actual average, 1909, Morning, **309,803**. Evening, **309,569**. Sunday, **460,965**.

Poughkeepsie Star, evening. Daily average year, 1909, **8,013**; February, 1910, **5,847**.

Schenectady Gazette, daily. A. N. Liecby. Actual Average for 1909, **17,470**.

Schenectady Star. Av. **11,265** last half 1909. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse Evening Herald, daily. Herald Co., pub. Aver. 1909, daily **32,458**; Sunday, **40,922**.

Troy Record. Average circulation 1909, **21,320**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica National Electrical Contractor, mo. Average for 1909, **2,883**.

Utica Press, daily. Otto A. Meyer, publishes. Average for year ending Dec. 31, 1909, **16,117**.

NORTH CAROLINA

Charlotte News. Aver. 1907, **5,393**; 1908, **5,782**; 1909, **7,346**. Growing some.

NORTH DAKOTA

Grand Forks, Normanden. Norwegian weekly. Actual average for 1909, **9,450**.

OHIO

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Actual average for 1909: Daily, **60,936**; Sunday, **103,586**. For March, 1910, **82,761** daily; Sunday, **112,737**.

Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Dayton, Journal. Actual average, **21,217**.

Springfield, Farm and Fireside, over ¼ century leading Nat. agricult'l paper. '09, **459,487**.

Youngstown, Vindicator. D'y av., '09, **15,338**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1907, **6,669**; for 1908, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. **32,738** copies each issue. E. Katz, Agent, N. Y.

OREGON

Portland, The Evening Telegram is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, **29,270**. In purely local mercantile advertising it printed 313 more pages in 1909 than in 1908. It printed 179 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.



Portland, The Oregonian, (©) March average circulation. Sundays, **85,264**; Daily, **44,002**. For over 50 years the great newspaper of the Pacific Northwest. More circulation in Portland and Oregon than any other newspaper. Also more foreign, more local, and more classified advertising.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, **7,785**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.



Erie, Times, daily. **21,665** copies each issue. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Harrisburg, Telegraph. Sworn average Feb. 1910, **16,776**. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.



Johnstown, Tribune. Average for 12 mos., 1909, **12,467**. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for
MARCH, 1910

260,993

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, Confectioners' Journal, mo. Average 1908, **8,517**; 1909, **5,522** (©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

Philadelphia. The *Press* (☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 85,054; the Sunday *Press*, 163,990.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '09, 11,543. Feb., '10, 12,294.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1909, 15,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1909, 20,015

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1909, 11,033—sworn.

Providence. *Daily Journal*. Average for 1909, 21,855 (☉). Sunday, 28,120 (☉). *Evening Bulletin*, 40,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 5,237.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening and Sunday. Actual daily average 1909, 5,311.

Columbia. *State*. Actual average for twelve months, 1909, daily (☉) 14,436, Sunday (☉) 14,959.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average year, 1909: Daily, 48,978; Sunday, 70,179. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1907, 36,206; for 1908, 36,554; for 1909, 40,086.

TEXAS

El Paso. *Herald*, 1909 average, 9,850. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Average for 1909, 5,231. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 5,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 3,248. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 3,184. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Av. 1909, 3,756; Mar., 1910, 4,083. Largest circulation. Only evening paper

The Bee.

New rate card will be issued June 1st. Orders accepted until May 31st at present rates. Minimum now 7 cents per inch. *Danville sells forty million pounds leaf tobacco annually; nearly 4,000,000 cash paid to the planters!*

WASHINGTON

Seattle. *The Seattle Times* (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,766,054 lines.

Tacoma. *Ledger*. Average 1909, daily, 18,798. Sunday, 26,155.

Tacoma. *News*. Average for year, 1909, 18,929.

WISCONSIN

Janesville. *Gazette*. Daily average, Mar., 1910, daily 5,408; semi-weekly, 1,770.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 5,960.

Milwaukee. *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 37,123 (☉). The great Home Paper of Wisconsin.

Milwaukee. *The Milwaukee Journal*, (evening daily). Average in March, 1910, 62,427; gain over March, 1909, 1,374 daily; average for 12 mos., 60,101 daily. Covers 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine. *Daily Journal*. Feb., 1910, circulation, 4,991. Statement filed with A. A. A.



Racine, Wis. Established, 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average year, 1909, daily, 5,125; semi-weekly, 4,994.

BRITISH COLUMBIA

Vancouver. *Province*, daily. Average Mar. '09, 17,825; Mar., '10, 19,511; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily Feb., 1910, 43,935; weekly 1909, 27,050; Feb., 1910, 29,671.

Winnipeg. *Der Nordwesten*. Canada's National German weekly. Av. 1909, 18,162. Rates 56c. in.

Winnipeg. *Telegram*, dy. av. Jan., '10, 30,941, (Saturday av., 38,000). *Farmers' Weekly*, same period, 30,000.

QUEBEC, CAN.

Montreal. *La Presse*. Actual average, 1909, daily 88,078.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. *The Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

The Evening and Sunday Star, Washington. D. C. (☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

The Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation wins classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

MAIL ORDER ADVERTISING

Produces results in Indiana's leading "Want Ad" Medium. A circulation of 75,000 thoroughly covers the city and state. Publishes more classified advertising than any other paper in state.

Rate One Cent Per Word.
Only Sunday Paper in Indianapolis.

The Indianapolis Star

MAINE

The Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

The Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

The Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



The Boston Globe, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.



MINNESOTA

The Tribune is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.



THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Mar., 1910, amounted to 256,550 lines; the number of individual ads published were 32,652. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City Jersey Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE Argus, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 32,738. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen Daily American—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE La Presse, Montreal. Largest daily circulation in Canada without exception. (Daily 95,024—sworn 10.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The *Mobile Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1909, 36,966 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO). Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (OO); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woollen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (OO). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Av. circulation over 17,000 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated, \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (OO), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,054; Sunday, 163,995.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The *Seattle Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (OO) and the *Evening Mail*. Circulation 16,837, flat rate.

The *Globe*, Toronto (OO), is backed by 64 years of square dealing.

Business Going Out

The Geo. Batten Co., New York, is sending out orders to daily papers in Tennessee for Bendiner & Schlessinger.

H. E. Lesan, New York, is sending five and one thousand line contracts to newspapers in various parts of the country for the New York Central Lines.

The American Tobacco Co., through Frank Seaman, Inc., New York, is making 10,000 line contracts in the West.

Orders are going to New York City papers from the J. Walter Thompson Co. for Calvert's Carbolic Tooth-Paste.

Daily papers in New England, New York, New Jersey and eastern Pennsylvania are receiving orders from The Geo. Batten Co., of New York, for Clicquot Ginger Ale.

Lord & Thomas, Chicago, are placing 1,000-line orders with Pacific Coast papers for The Bobbs-Merrill Co.

The Gardner Agency, St. Louis, is making 4,200-line contracts with papers in the Southwest for The B. F. Goodrich Co.

Coupe & Wilcox, New York, are sending out some orders to different parts of the country for the Onoto Pen Co.

E. M. Baker, for some time with Frank Seaman, Inc., has resigned his position to become advertising manager of the M. Hartley Co., General Sales Agency for the Union Metallic Cartridge Co. and the Remington Arms Co.

The P. B. Bromfield Agency, New York, is placing the advertising of the American Wire Form Co. in a special line of publications.

The Belber Trunk & Bag Co., of Philadelphia, has just inaugurated a magazine campaign to exploit its new steel-bound traveling trunk. Quarter pages are now being sent out by the H. M. Morris Agency, also of Philadelphia.

The Detroit White Lead Works is sending out orders to a selected list of small papers scattered through the country. The J. Walter Thompson Co. of New York is placing the business.

A large list of Western newspapers is receiving orders for fifteen weeks' advertising e. o. d., for the Sanchez Y' Haya Cigar, Tampa, Fla., through the Chicago office of the Leven-Nichols Advertising Company.

The advertising of the Gatlin Institute, Chicago, in metropolitan newspapers will hereafter be placed by the Leven-Nichols Advertising Company, Chicago-New York.

The Bartell Patent Pocket Company has arranged for an extensive advertising campaign in the interests of its patented non-sagging pocket, which has already been adopted by leading clothing manufacturers throughout the country. Folders, trade papers and periodicals of national circulation will be used. Sherman & Bryan, Inc., of New York and Chicago, will prepare and place this advertising.

ST. LOUIS-KANSAS CITY NOTES.

The Cole Bros. Lightning Rod Company, St. Louis, has just inaugurated an extensive campaign in a large list of agricultural publications published in the Northwest, Central West and South. Contracts and orders are going out through the Gardner Advertising Company, same city. One hundred and twenty-six line display copy is being used.

The Loomis Machine Company, Tiffin, Ohio, manufacturers of well-drilling machinery, is sending out renewal orders through the St. Louis office of Nelson Chesman & Co. to an extensive list of newspapers, and farm papers. Yearly contracts for classified in newspapers and small display copy in farm papers are being made.

The Sanitol advertising is being increased by the addition of a number of metropolitan newspapers to the regular list. Copy and orders are going out through the Gardner Advertising Company, St. Louis.

The Peters Shoe Company, St. Louis, has inaugurated an extensive campaign in the state of Texas. Daily newspapers, weeklies, farm papers and magazines throughout the state will be used. The St. Louis office of the J. Walter Thompson Company, who is placing the advertising, is sending out orders and copy to start immediately. Large display space will be used.

The Whitman Agricultural Company, St. Louis, manufacturers of agricultural implements, is making up a list for an extensive campaign for hay-baling presses. A large list of agricultural papers will be used. Orders will go out shortly.

The Auto Transportation School, of Kansas City, is placing twenty-eight line copy in farm papers in Missouri, Kansas and Oklahoma. This business is being placed exclusively by the Horn-Baker Advertising Company, of Kansas City.

The L. Roy Curtis Advertising Company, of Kansas City, is placing copy for the Jas. B. Welch Realty Company, in farm papers and dailies throughout the Middle West.

The Horn-Baker Advertising Company, of Kansas City, is placing both classified and display copy in dailies and farm papers, advertising the Civil Service Course of the American Standard Railway Institute.

Forty-two line copy is being placed in high-class mail-order papers by the Horn-Baker Advertising Company, of Kansas City, for the Anchor Suppository Company.

The Rogers Metal Works, of Kansas City, are using page and half-page display trade publications. The business is being placed by the Horn-Baker Advertising Company, of Kansas City.

Eighteen line copy is being placed in mail-order journals and weekly publications for the Home Supply Company, of Kansas City. The Horn-Baker Advertising Company has exclusive charge of this business.

Dr. C. L. Rea, of Kansas City, is conducting a campaign and a large list of farm papers, running twenty-eight line copy, is being used. The Horn-Baker Advertising Company, of Kansas City, is placing the business.

The Tuttle Hay Press Company is using fourteen line copy in farm papers. This business is being placed by the Horn-Baker Advertising Company, of Kansas City.

BOSTON ITEMS

The Pilgrim Press, 14 Beacon street, is doing some advertising in literary publications through Wood, Putnam & Wood.

The Merrimack Chemical Company is using agricultural publications through the George Batten Agency. The campaign covers the spring and summer months.

A. Bullard & Co. are advertising a mail-order course in music lessons in a list of general publications through the H. B. Humphrey Agency.

The Burgess-Forbes Company, Portland, Me., is using agricultural mediums and daily newspapers in a campaign in New England. The copy is ten inches running twenty-six times.

Contracts have gone out from the F. P. Shumway Agency on the advertising of Butcher's Floor Polish. A list of class publications and general mediums has been selected covering insertions in May and June.

All of the advertising of the Riker-Jaynes Drug Company for New York, Boston and other cities where they have stores, is handled by the C. Brewer Smith Agency, 85 Devonshire street.

The Boston Suburban Land Company is sending out orders to the classified departments of magazines.

The advertising plans of the David Cummings Company, manufacturers of the Worth Cushion Sole Shoe, have been held up owing to the death of Mr. David Cummings, president of this firm. As soon as the estate is settled there will undoubtedly be an advertising campaign in general mediums.

Gavet & Porter, one of Boston's leading financial houses, are increasing their list of high-grade mediums carrying financial departments. The account is handled by the Cowen Agency.

The Walton Agency is handling an appropriation for the Engle Cone Shoe Company, and a few general mediums of large circulation are to be used.

The date for the April meeting of the Springfield Publicity Club, Springfield, Mass., has been changed to April 22d. At this dinner a minstrel show is to be given by the advertising men of Boston.

The contemplated campaign of Burnham & Morrill, Portland, Me., is reported to be one of the largest going into women's publications. Page and half-page copy is to be used regularly. The products to be advertised are various kinds of canned goods.

The Clicquot Club Ginger Ale Company has placed its account with the George Batten Company. This year the appropriation will be confined to newspapers to cover certain centers.

The advertising of O. S. Kendall & Sons, Worcester, Mass., manufacturers of the Simplex Vacuum Cleaner, is hereafter to be handled by Walter L. Weeden, Slater Building, Worcester.

The American Metal Polish Company, Somerville, Mass., which has been advertising Silva Putz in a large list of publications, has stopped all advertising for the present. It is expected that it will resume in the Fall.

Ross Bros., Worcester, Mass., manufacturers of agricultural implements, are using farm papers and special publications through the McFarland Advertising Service, Harrisburg, Pa.

The April meeting of the Pilgrim Publicity Association is to be held at the Boston City Club, April 27th. This is the annual meeting and the work of the year is to be gone over, officers elected, and the constitution revised.

Mr. Shumway, of the Franklin P. Shumway Co., is planning an advertising campaign for the Beckwith Leather Company, whose "Prosperity" patent colt is being so largely used by shoe manufacturers. Trade papers will be largely used.

I. C. S.

Students

of

Advertising

Win Prizes

PRIZE WINNER A CORRESPONDENCE SCHOOL STUDENT.

INTERNATIONAL CORRESPONDENCE SCHOOLS.
SCRANTON, PA., Feb. 23, 1910.

Editor of PRINTERS' INK.

It may interest you to know that D. A. Buckley, of Cambridge, Mass., who has been awarded the first prize in your "Prize Idea" contest is a student of the I. C. S. school of advertising. The fact that a number of our students have won prizes ranging from \$25 to \$400 in contests open to all shows that we are hitting the bull's-eye in spite of all the sneers at advertising instruction.

It really brings

Some time ago Printers' Ink started a prize contest, open to all, for the best new plan of marketing a standard article. This contest, extending over a period of several weeks, was won by an I. C. S. student, D. A. Buckley, Cambridge, Mass.—the second prize also going to an I. C. S. student, R. M. Barstow.

The first prize of \$100, offered by the advertisers of Peter's Milk Chocolate, was won by E. D. Williams, Nutley, N. J., and the fifth prize by H. M. Hodge, Boston, Mass.—both I. C. S. students.

C. L. Preston and B. F. Butler, both I. C. S. students—won the first and second prizes offered by the

Gillette Safety Razor Company, the third prize going to an I. C. S. student who had completed only two papers of his course.

Herbert J. Tregallas, Sacramento, Cal., an I. C. S. student, won first prize of \$50.00, offered by the John Brenner Co., of that city, in a contest open to all in the State of California.

The largest prize ever won by any student of any advertising school was the prize of \$400, awarded by Arbuckle Brothers in their Advertising and Selling Plan Contest, and won by R. F. Adams, Huntingdon, West Virginia—an I. C. S. student.

These and other like instances of success prove the value of the I. C. S. Advertising Course, which represents the crystallized experience of the most expert advertising men in the world. Course covers copy writing, planning follow-up systems, managing advertising appropriations, illustrating, catalogue and booklet writing, and mediums. Everything from ruby type to managing a million dollar campaign.

For full information regarding this great home course, fill in and mail the attached coupon to-day. Doing this involves neither expense nor obligation.

GET ON THE WINNING LIST.
MAIL THE COUPON.

International
Correspondence Schools
Box 1206, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name.....

St. and No.....

City..... State.....

In the Public Eye of Canada

The medium most likely to secure results for an advertiser is the newspaper that is most in the Public Eye. By this test

The Globe

TORONTO

is in a class by itself.

Whether it be in the law courts, in the interests of Good Government for Canada; or

In the international relationships of Canada with the United States to prevent disastrous upsetting of business conditions, or

Making the remarkable gain of 309 columns of advertising in March, 1910, over March, 1909, or

In recording from day to day all the news of the city, the country and the world, or

In having the largest morning and evening circulation,

The Globe

maintains the proud position it has occupied for sixty-six years in the van of Canadian journalism.

NEW YORK
VERREE & CONKLIN, Inc.
BRUNSWICK BLDG.

CHICAGO
VERREE & CONKLIN, Inc.
BOYCE BLDG.